OCTOBER 15, 1951

VOL. 3 NO. 8 SEPTEMBER MONTHLY

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Ross Reports ON TELEVISION

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PROGRAM CONTACTS FOR TALENT & PUBLICITY SHOTS

This list is of particular interest to our Agent, Publicity & Promotion subscribers. It includes all current shows which use either paid performing talent or publicity guests. Publicity shots for talent & merchandise are specifically indicated.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DRAMATIC PROGRAMS		
Amazing Mr. Malone 8pm alt Mon ABC	Edgar Peterson B Schubert	Zelma Brookov at Schubert, 509 Madison - featured players, some names
Armstrong Circle Theater 9:30pm Tue NBC ✓	Hudson Fawcett NBC	Martin Begley & William Kaufman NBC - featured players; uses no names; Scripts - Ed Roberts BBD&O
Big Story 9pm Fri NBC ✓	Bernard Prockter	Jerome Robinson at Prockter, 221 W 57 - use featured players - no names.
Celanese Theater 10pm alt Wed ABC	Jerry Stagg Wm Morris	Joe McGee at Morris, 1740 B'way - use names & featured players; Scripts - Mab Anderson PL 9-1760
Charlie Wild 8pm Tue ABC	Herbert Brodkin Regis Radio	Len Valenta at Regis, 1 E 48; supporting players.
The Clock 9:30pm Wed ABC	Rosenberg & White Regis Radio	William Spier at Regis, 1 E 48; names & featured players; Scripts - Spier
Cosmopolitan Theater 9pm Tue DuM	Sherman Marks Cowan	Mrs. Sherman Marks at Cowan, 575 Madison - use stars & featured players; Scripts - Sherman Marks
Crime Photographer 10:30pm Thu CBS	Martin Manulis CBS	Michael Mead & Frank Harrison CBS, 25 Vanderbilt; featured players; Scripts - Arthur Heineman CBS, on assignment only.
Crime Syndicated 9pm Tue CBS	Jerry Danzig CBS	Van Marentis & Georgette Heine CBS, 25 Vanderbilt; Scripts - on assignment
Crime With Father 9pm Fri ABC	Wilbur Stark	Marjorie Morrow, 1501 Bway; Scripts - on assignment; featured players.

DRAMATIC PROGRAMS(Continued)

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
Danger 10pm Tue CBS	Charles Russell CBS	Van Marentis & Georgette Heine CBS, 25 Vanderbilt; use stars & supporting players; Scripts - Arthur Heineman CBS
Ellery Queen 9pm Thu DuM	Norman & Irving Pincus	N & I Pincus, 1697 Bway - use regular cast & supporting players.
Gabby Hayes Show 5pm Sun NBC ✓	Vincent Donehue NBC	Vincent Donehue - uses featured players for dramatic sequences.
Gallery Of Mme Liu-Tsong 9pm Wed DuM	Jerry Layton	Marjorie Morrow, 1501 Bway - uses featured players.
Hands Of Destiny 10pm Tue DuM	Charles Parsons DuM	Elizabeth Mears at DuMont - featured players, no names.
Kraft Theater 9pm Wed NBC ✓	Stanley Quinn & Maury HollandJWT	Marion Dougherty at J. Walter Thompson - featured players; Scripts - Ed Rice JWT
Lamp Unto My Feet 5pm Sun CBS	Isabel Redman CBS	Isabel Redman - uses featured players for dramatic sequences.
Lights Out 9pm Mon NBC ✓	Herbert Swope Jr. NBC	Martin Begley & William Kaufman - uses 1 star with supporting players; Scripts - H. Philip Minis NBC.
Lucky Strike Theater 9:30pm alt Mon NBC ✓	Robt Montgomery NBC	Marjorie Morrow at 1501 Bway - uses stars with supporting players
Lux Video Theater 8pm Mon CBS	Calvin Kuhl JWT	Harold Loeb at J. Walter Thompson, 420 Lexington - uses 1 or 2 stars with supporting cast; Scripts - Richard McDonagh
Magic Cottage 6:30pm Mon-Fri DuM	Bill Marceau DuM	Hal Cooper & Elizabeth Mears at DuM - uses featured players for dramatic sequences
Man Against Crime 8:30pm Fri CBS	Edw Montagne Esty	Briscoe & Goldsmith 522 Fifth - 1 name with supporting cast.
Martin Kane 10pm Thu NBC ✓	Frank Burns Kudner	Mickey Alpert at Kudner, 575 Madison - uses 1 guest star & supporting players.
Mr. District Attorney 8pm alt Mon ABC	Edward A. Byron	Joyce Lowinson, at Byron 730 Fifth Ave; uses supporting players
The Plainclothesman 9:30pm Sun DuM	John L. Clark Transamerican	Clark & William Marceau at Transamerican, 1 E 54 - uses featured players; no names
Rocky King 9pm Sun DuM	Jerry Layton 551 Fifth	Elizabeth Mears at DuM - uses regular cast plus supporting players.
Schlitz Playhouse 9pm Fri CBS	Felix Jackson Y & R	Jane Lindon at Young & Rubicam, 285 Madison Ave; uses stars and featured players; Scripts - Florence Britton Y & R.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DRAMATIC PROGRAMS(Continued)		
Shadow Of A Cloak 9:30pm Wed DuM	Roger Gerry DuM	Elizabeth Mears at DuM - uses supporting cast.
Somerset Maugham 9:30pm alt Mon NBC ✓	John Gibbs	Marjorie Morrow, 1501 Bway - uses stars & featured players; Scripts - John Gibbs Agency
Studio One 10pm Mon CBS	Worthington Miner CBS	Michael Mead & Frank Harrison CBS, 25 Vanderbilt - uses featured players; Scripts - Arthur Heinemann CBS.
Suspense 9:30pm Tue CBS	Robert Stevens CBS	Michael Mead & Frank Harrison CBS, 25 Vanderbilt - featured players; Scripts - Arthur Heinemann CBS
Tales Of Tomorrow 9:30pm alt Fri ABC	Foley & Gordon 9 E 45	Jim Lister at F&G, Sherman Square Hotel - 1 name & supporting players; Scripts - Mort Abrahams F&G, on assignment.
T-Men In Action 8:30pm Thu NBC	Everett Rosenthal Prockter Prod	Jerome Robinson at Prockter, 221 W 57 - uses featured players.
Trapped 10pm Sun WOR	Harvey Marlowe WOR	Harvey Marlowe WOR, 20 W 67 - uses featured players.
TV Playhouse 9pm Sun NBC ✓	Fred Coe NBC	Bill Nichols at Talent Assoc, 150 E 52 - names & supporting players; Scripts - Julian Claman at Talent Assoc
We, The People 8:30pm Fri NBC ✓	Dan Seymour Y&R	Preston Wood at Young & Rubicam, 285 Madison - uses supporting players for dramatic sequences.
The Web 9:30pm Wed CBS	Frank Heller CBS	Van Marentis & Georgette Heine CBS, 25 Vanderbilt - uses featured players; Scripts - Jack Turner at Goodson-Todman, 49 E 52.
*ADD: Mr & Mrs Mystery 7:30pm Mon WOR	Harvey Marlowe WOR	Harvey Marlowe WOR, 20 W 67 - uses featured players.
SITUATION COMEDY		
A Date With Judy 11:30am Sat ABC	Aileen Leslie Ted Ashley	Aileen Leslie at Ashley, 545 Fifth - uses supporting players occasionally.
Alan Young 7pm(PCT) Tue CBS	Ralph Levy CBS Hwood	Barbara Hussey at CBS Hwood, 6120 Sunset - uses 1 name & bit players; SEEN IN NYC 9pm THU via WCBS-TV.
Aldrich Family 9:30pm Fri NBC ✓	Lester Vail Wm Morris	Lester Vail at Wm Morris, 1740 Bway - uses supporting players to regular cast.
Burns & Allen 8pm alt Thu CBS	Ralph Levy CBS Hwood	Barbara Hussey at CBS Hwood, 6120 Sunset - uses occasional bit players.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
SITUATION COMEDY(Continued)		
Herb Shriner 9pm Thu ABC	Ashmead Scott Wm Morris	Elizabeth Evans at Wm Morris, 1740 Bway - uses featured players & bits.
Mama 8pm Fri CBS	Carol Irwin	Doris Quinlan at Irwin, 277 Park - uses supporting players to permanent cast.
One Man's Family 7:30pm Sat NBC	Dick Clemmer NBC ✓	Dick Clemmer at NBC - uses occasional supporting players.
Young Mr. Bobbin 7:30pm Sun NBC ✓	Joseph Scibetta Y&R	Scibetta & Norman Tokar at Young & Rubicam, 285 Madison - uses supporting players
*NOTE: The Goldbergs 8pm Fri NBC ✓	Gertrude Berg NBC	NBC DEBUT for The Goldbergs & complete production credits to be announced.
DRAMATIC SERIALS		
Captain Video 7pm Mon-Fri DuM	Olga Druce B&B	Elizabeth Mears at DuM - uses supporting players.
Actors Hotel 10:30pm Tue WJZ-TV	Carlo De Angelo Emil Mogul	De Angelo & Ted Nathanson at Mogul, 250 W 57 - uses occasional bits.
The Egg And I 12N Mon-Fri CBS	Montgomery Ford CBS	Michael Mead & Frank Harrison CBS, 25 Vanderbilt - uses supporting players.
The First Hundred Years 2:30pm Mon-Fri CBS	Murray Bolen B&B	Ann Howard at Benton & Bowles, 444 Madison - uses supporting players.
Flying Tigers 12:30pm Sun DuM	Gen Genovese Bruck	Genovese at Franklin Bruck, 1270 Sixth - uses supporting players to regular cast.
Love Of Life 12:15pm Mon-Fri CBS	Charles Schenk Biow	Schenk & Larry Auerbach at Biow, 640 Fifth - uses occasional bits.
Miss Susan 3pm Mon-Fri NBC ✓	Ted Ashley	Ted Ashley, 545 Fifth - uses supporting players.
Search For Tomorrow 12:30pm Mon-Fri CBS	Charles Irving Biow	Irving at Biow, 640 Fifth - uses occasional supporting players to regular cast.
Tom Corbett, Space Cadet 6:30pm M-W-F ABC	Allen Ducovny Rockhill	Ducovny at Rockhill, 18 E 50 - uses supporting players to regular cast.
COMEDY - VARIETY - MUSICAL		
All Star Revue 8pm Sat NBC ✓		All use name guests, dancers, vocalists
Jack Carson	Coby Ruskin MCA	Herb Jaffe at MCA, 598 Madison
Olsen & Johnson and	Leo Morgan WM	Hal Kemp at Wm Morris, 1740 Bway
Danny Thomas	Leo Morgan WM	Hal Kemp at Wm Morris, 1740 Bway
Jimmy Durante	Joe Santley	Hal Kemp at Wm Morris 1740 Bway
Ed Wynn	Ezra Stone	Hal Kemp at Wm Morris 1740 Bway

*PRODUCTION SUPERVISOR on all ASR shows is Pete Barnum, NBC; shows originate from New York or Hollywood as announced.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
COMEDY-VARIETY-MUSICAL(Continued)		
Arthur Murray Show 9pm alt Wed ABC	Vic McLeod 342 Madison	Charlotte Wasserman at the Arthur Murray Studio, 342 Madison - top name guests.
At Home Show 10:30pm Thu ABC	Jack Bertell 745 Fifth	Don Coplin at Bertell, 745 Fifth - uses 1 girl singer per show
Bert Parks Show		See Daytime Programs
Cavalcade Of Stars 10pm Fri DuM	Milton Douglas Prod Adv Corp	Ben Piermont at PAC, 215 Fourth - uses name variety acts.
Chesterfield Time 7pm Sun NBC		
Jerry Lester ✓	Monroe Hack NBC	Art Stark at the Capitol Hotel, 8th Ave & 51st
Fred Allen ✓	Ezra Stone	Jerry Stagg at Wm Morris, 1740 Bway
Bob Hope ✓	Douglas Coulter	Douglas Coulter at NBC Hwood.
Colgate Comedy Hour 8pm Sun NBC		All use variety acts & name guests.
Eddie Cantor	Manning Ostroff Wm Morris	*PRODUCTION SUPERVISOR on all CCH shows is Sam Fuller at NBC;
Donald O'Connor, Martin & Lewis and Spike Jones ✓	Ernest Glucksman NBC	CASTING CONTACT for all CCH shows is Howard Ross at NBC.
Abbott & Costello	Chas Friedman NBC	
Tony Martin		Production details to be announced.
Dinah Shore 7:30pm M,W,F NBC ✗	To be announced NBC Hwood	Program starts late Nov.
Faye Emerson 9pm Sat CBS	Gil Fates 700 Seventh	Gil Fates, 700 Seventh - uses name dramatic & variety talent
Ford Festival ✓ 9pm Thu NBC	Vic McLeod 342 Madison	Charles Wick, 342 Madison - uses variety acts & name guests.
Frances Langford-Don Ameche		See Daytime Programs
Frank Sinatra 8pm Tue CBS	Max Gordon CBS	Max Gordon & Marlo Lewis, CBS 485 Madison variety & name guests(From Hwd late Nov)
Fred Waring 9pm Sun CBS	Irving Mansfield CBS	Bob Banner at Waring, 1697 Bway - uses 1 or 2 name performers per show.
Freddy Martin ✓ 10:30pm Wed NBC	Perry Lafferty NBC	Don Kampel at MCA, 598 Madison - uses 1 girl singer occasionally.
Garry Moore Evening Show 8pm alt Thu CBS	Herbert Sanford CBS	Sanford at CBS, 485 Madison - uses variety variety talent.
Godfrey & Friends 8pm Wed CBS	Jack Carney CBS	Larry Puck at CBS, 485 Madison - uses singers, dancers, comedians.
Kate Smith Evening Hour ✓ 8pm Wed NBC	Ted Collins NBC	Sid Piermont at NBC casts name variety talent; Albert McCleery at NBC casts name dramatic talent, usually 1 name actor.
Ken Murray 8pm Sat CBS	Ken Murray CBS	John Greenhut at MCA, 598 Madison - uses top name talent.

The Little Show 7:30pm Tue,Thu NBC	Lindsay McHarrie C&H	Byron McKinney at Calkins & Holden, 247 Park - uses 1 girl singer or dancer.
Mohawk Showroom 7:30pm M-W-F NBC	George Nelson	Helen Keane at MCA, 598 Madison - uses male singers.
NBC-TV Opera 11pm 1st Thu of month	Samuel Chotzinoff NBC	Peter Herman Adler at NBCA - uses names & semi-names in abridged grand operas.
Patricia Bowman Show 6:45pm Sat CBS	Richard Lewine WV	Lewine & Marian Urmy at World Video, 15 E 47 - uses solo dancers, some variety acts.
Paul Whiteman Revue 7pm Sun ABC	Richard Eckler Y&R	Richard Eckler at Young & Rubicam, 285 Madison - 1 name per show.
Perry Como Show 7:45pm M-W-F CBS	Lee Cooley C&W	Art Kling at Cunningham & Walsh, 40 E 34 - uses name vocalists occasionally.
Red Skelton Show 10pm Sun NBC H'wood	Red Skelton NBC H'wood	John Gaunt at NBC H'wood - occasional variety acts, no names.
The Show Goes On 9:30pm Sat CBS	Louis Melamed CBS	Penny Morgan at CBS, 485 Madison - uses lesser known variety talent.
Songs For Sale 10pm Sat CBS	Al Span CBS	Al Span at CBS, 70 E 45 - uses 2 name singers per show.
Star Of The Family 6:30pm Sun CBS	Norman Frank CBS	Harry Romm at MCA, 598 Madison - uses names, variety talent, personalities.
Steve Allen Show		See Daytime Programs
Stop The Music 8pm Thu ABC	Sherman Marks L.G. Cowan	Al Hollander at Cowan, 575 Madison - uses name variety talent.
Ted Mack Family Hour 6pm Sun ABC	Reemack Prod'ns	Reemack, 527 Fifth - uses musical & variety talent.
Texaco Star Theater 8pm Tue NBC	Bill Templeton Kudner	Leo Morgan at Wm Morris, 1740 Bway, casts variety talent; Mickey Alpert at Kudner, 575 Madison, casts dramatic talent - uses top personalities & variety acts.
This Is Show Business 7:30pm Sun CBS	Irving Mansfield CBS	Irving Mansfield at CBS, 485 Madison - top variety acts & 1 celebrity guest panelist.
Toast Of The Town 8pm Sun CBS	Marlo Lewis CBS	Ed Sullivan & Marlo Lewis at CBS, 485 Madison - top name variety talent & personalities.
Versatile Varieties 9:30pm alt Fri ABC	Charles Basch & Frances Scott	Frances Scott at Basch Prod'ns, 17 E 45 - uses child variety talent.
Your Hit Parade 10:30pm Sat NBC	Ted Fetter & Dan Lounsbery BBD&O	Fetter & Lounsbery at BBD&O, 383 Madison - uses bit & walk-ons only.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
COMEDY-VARIETY-MUSICAL(Continued)		
Your Show Of Shows ✓ 9pm Sat NBC	Max Liebman	Jess Kimmel at Liebman, 130 W 56 & Harry Kalcheim at Wm Morris, 1740 Bway - use 1 name guest MC weekly.
TALENT PROGRAMS		
Hollywood Screen Test 7:30pm Mon ABC	Lester Lewis 11 E 48	Lester Lewis & Marie Stroud, 11 E 48 - uses 2 young actors & 1 name guest.
Live Like A Millionaire 10pm alt Fri CBS	Jerry Bowne MR&N	Jerry Bowne at Masterson, Reddy & Nelson, 745 Fifth - uses amateur & semi-pro variety talent.
Man About Music 11pm Thu WABD	Vernon Becker	Application blanks at Rabsons, 111 W 52 - 1 act presented each week.
Original Amateur Hour ✓ 10pm Tue NBC	Lou Goldberg Reemack Prod'ns	Goldberg & Lloyd Marks at Reemack, 527 Fifth - uses amateur variety talent.
Talent Scouts 8:30pm Mon CBS	Jack Carney CBS	Esther Stoll at CBS, 485 Madison - uses 4 variety acts per show.
Talent Search ✓ 11pm Sun NBC	Kermit Schafer 1585 Bway	Application blanks at Vim Stores, or Box 375 Radio City Station, NYC 20 - amateurs.
INTERVIEW PROGRAMS		
Carmel Myers 10:45pm Thu ABC	Stanley Poss CBS	Stanley Poss at CBS, 485 Madison - uses name theatrical & film personalities.
Date On Broadway 7:30pm Mon-Fri DuM	Norman Baer DuM	Norman Baer at DuM, 515 Madison - show business personalities, some variety acts.
Eloise Salutes The Stars 11pm Fri WABD kine 2:15pm Thu PIX	Lester Lewis 11 E 48	Lester Lewis - uses show business names, musicians, authors, etc.
Footlights & Kleiglights		See Daytime Programs
Nick Kenny ✓ 11pm Tue NBC	Albert McCleery NBC	Charles Kenny at Daily Mirror, 235 E 45 - show business & sports guests.
On The Line With Considine ✓ 5:45pm Sat NBC	Ad Schneider NBC	Ad Schneider at NBC - use guests with human interest stories.
Russ Hodges Sports Review 11:10pm M,Tu,Th,F	Russ Hodges ABC	Russ Hodges at ABC, 7 W 66 - uses sports personalities.
Sarah Churchill 5:45pm Sun CBS	Charles Kebbe CBS	Ted Ashley, 545 Fifth & Charles Wick, 342 Madison - 1 name guest per show.
Stork Club 7:45pm Tue,Thu CBS	Mike Dutton PL 3-1940	Mike Dutton at The Stork Club, 3 E 53 - uses famous names from all professions.
Take Another Look 3pm Sun CBS	Judson Bailey CBS	Judson Bailey at CBS - uses prominent football players.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
INTERVIEW PROGRAMS(Continued)		
What's Playing? 6:45pm M,W,F ABC	Emanuel Demby ABC	Demby & Charles Adams at ABC, 7 W 66 - uses film personalities.
PANEL QUIZ PROGRAMS		
Beat The Champs 11pm M,Tu,W and 11:15pm Th,F WABD	Hal Tunis DuM	Hal Tunis at DuM, 515 Madison - uses sports figures for sports quiz
Celebrity Time 10pm Sun CBS	Richard Lewine WV	Lewine at World Video, 15 E 47 - uses 2 name guests each show.
Leave It To The Girls 10:30pm Sun NBC	Martha Rountree 570 Lexington	Lucille Hudiburg at Rountree - uses 1 male & 1 female personality.
Life Begins At 80 8:30pm Mon ABC	Barry-Enright 104 E 40	Barry-Enright staff - use people over 80
Public Prosecutor 9:30pm Thu WABD	Nat Eisenberg Al Paul Lefton	Eisenberg & Gladys Gayle at Al Paul Lefton, 521 Fifth - uses name guests.
Quick On The Draw 11pm Thu WNBT	Kermit Schafer 1585 Bway	Kermit Schafer - name personalities.
Twenty Questions 8pm Fri DuM	Gary Stevens Blaine-Thompson	Gary Stevens at Blaine-Thompson, 234 W 44 - name personalities.
What's My Line 10:30pm Sun CBS	Goodson-Todman 49 E 52	Bob Bach at Goodson-Todman - uses show biz literary & sports personalities.
What's My Name 8pm Mon NBC	Louis G. Cowan 575 Madison	Cowan & Sherman Marks - uses name variety guests.
What's The Story 8pm Tue DuM	Jerry Franken Lester Lewis	Jerry Franken at Lewis, 11 E 48 - uses well-known newspapermen.
Who Said That 10:30pm Mon NBC	Fred Friendly NBC	J.G. Gude at NBC - theatrical name; show seen on NBC net (not on WNBT)
FORUMS		
American Forum Of The Air 2:30pm Sun NBC	Theodore Granik WNBW Wash DC	Theodore Granik -uses prominent government officials.
American Inventory 1:30pm Sun NBC	William Hodapp WNBW Wash DC	Hodapp at WNBW - uses important political, sports figures, sociologists, etc. in adult education discussion.
Author Meets The Critics 12N Sun WNBT	Martin Stone 4 W 58	Martin Stone office -uses 2 names to discuss selected book.
Between The Lines 7pm Fri WOR	Lester L. Wolfe C-O Advt	Charlotte Armstrong at Co-Ordinated Advt, 14 E 39 -uses panel & guest from NYC govt.
The Big Question 6pm Sun CBS	Charles Collingwood CBS	Charles Collingwood - uses famous natl & internatl figures in the news.

FORUMS(Continued)

Chronoscope 11pm M,W,F CBS	Alan Cartoun Longines-Wittnauer	Cartoun at Longines, 580 Fifth - use 1 prominent world political figure
Keep Posted 8:30pm Tue DuM	Lawrence Spivak & M. Rountree	Martha Rountree, 570 Lexington - 1 govt official & panel of 10 or more private citizens.
Man Of The Week 5:30pm Sun CBS	William R. Workman CBS	Workman & CBS News & Public Affairs Dept - reporters & 1 prominent govt official.
Meet The Press ✓ 4pm Sun NBC	Martha Rountree 570 Lexington	Martha Rountree - newspapermen & 1 figure in the news.
What In The World 4:30pm Sun CBS	Robert A. Forrest WCAU-TV Phila.	Robert Forrest - uses 1 art connoisseur to discuss rare museum pieces with panel.

DAYTIME PROGRAMS

Barbara Welles 2:45pm Mon-Fri WOR	Roger Bower WOR	Sandy Sielcken at WOR - show business names, literary figures; Lucy Davis at WOR - home service & fashion experts.
Bert Parks Show 3:30pm M,W,F NBC ✓	Sherman Marks L.G. Cowan	Manny Reiner at Cowan, 575 Madison - publicity shots for people with unusual occupations; occasional names.
Bill Goodwin Show 3:30pm Tu,Th NBC ✓	Sherman Marks at Cowan	Louis G. Cowan, 575 Madison - occasional variety guests.
Bringing Up Mother + 10:45am Mon-Fri WNBT	Phyllis Adams NBC	Phyllis Adams - uses authorities on child care & homemaking.
Claire Mann Glamour Show 2pm Mon WJZ-TV	Ed Nugent ABC	Nugent & Claire Mann at ABC, 7 W 66 - uses beauty experts & models.
Dennis James 11:30am Mon-Fri ABC	Aaron Steiner ABC	Aaron Steiner - audience participation with occasional variety guests.
Eve Hunter 1pm Mon-Fri WNBT ✓	Leonard Safir NBC	Leonard Safir - uses outstanding film, theatrical, literary names.
The Fitzgeralds 1:30pm Mon-Fri ABC	John Hade ABC	John Hade - names in show business, literary personalities; guests with human interest stories.
Footlights & Kleiglights 11:30am Mon-Fri WNBT ✓	Phyllis Adams NBC	Phyllis Adams - uses 1 outstanding theatrical personality daily.
For Your Information 12N Mon-Fri DuM	Duncan MacDonald DuM	Duncan MacDonald - authorities on various subjects to answer viewers' questions.
Frances Langford-Don Ameche 12N Mon-Fri ABC	Roger Kay ABC	Selma Wickers, ABC Little Theater, 238 W 44 - uses variety talent, occasional names
Garry Moore Show 1:30pm Mon-Fri CBS	Herbert Sanford CBS	Sanford at CBS, 485 Madison - uses variety talent, comics, occasional names.

PROGRAM, TIME, STA	PRODUCER	CONTACT & PEOPLE USED
DAYTIME PROGRAMS(Continued)		
Here's Looking At You 3:15pm Mon-Fri NBC	Howard Davis NBC	Davis & Richard Willis, NBC - beauty experts.
Josephine McCarthy Show 11am Mon-Fri WNBT	Mole & Lee 105 W 55	Blanche Lee at Mole & Lee - occasional publicity shots for home service experts, personalities.
Kate Smith Show 4pm Mon-Fri NBC	Barry Wood NBC	Albert McCleery NBC - dramatic talent, names; Sid Piermont NBC - name variety talent; Barry Wood NBC - publicity shots.
Kathi Norris 11am Mon-Fri DuM	Wilbur Stark 510 Madison	Wilbur Stark - uses prominent personalities from theater, films, sports, etc.
Kitchen Fare 10:30am Mon-Fri	Bob Loewi DuM	Bob Loewi - publicity shots for guest experts; also open to new food products & utensils.
Margaret Arlen 11am Mon-Fri WCBS-TV	Vern Diamond CBS	Betty Lee at CBS, 485 Madison - publicity shots for personalities; uses products of interest to homemakers.
Market Melodies 2pm Mon-Fri ABC, plus extra ½hr Thu: 1-1:30pm	Art Modell ABC	Morton Zimmerman at ABC, 7 W 66 - uses film names, writers, etc. for interview; some variety talent.
Meet Your Cover Girl 3:30pm Thu CBS	Stanley Poss CBS	Stanley Poss at CBS, 485 Madison - publicity shots for models, fashion experts.
Mel Torme 4:30pm Mon-Fri CBS(Color)	Bob Bach CBS	Rose Tobias at CBS, 15 Vanderbilt - uses variety talent, occasional names.
Mike & Buff 10:30am Mon-Fri CBS(color)	Francis Buss CBS	Dorothy Kirby at CBS - uses name show business personalities.
Nancy Craig 3:30pm Mon-Fri ABC	Nancy Craig ABC	Theresa Maze at ABC - uses celebrities & homemaking experts.
Sally Smart's Kitchen 3pm Mon-Fri WOR	J.C. Beckham Mod Home Service	Kit Sigety at Modern Home, 52 Vanderbilt-publicity shots for guest cooking experts.
Ted Steele 2:30pm Mon-Fri WPIX	Mike Meltzer PIX	Mike Meltzer PIX, 220 E 42 - variety acts & personality interviews.
Vanity Fair 2:45pm Mon-Fri CBS	Dorothy Doan CBS	Betty Hamilton CBS - books interview & "how-to" guests Tue & Thu; Shirley Reeser CBS - books variety acts Mon-Fri; Hazel Arnett CBS - books interview & "how-to" guests M,W,F.

Extra copies of this CONTACT LIST are available at $3 each to subscribers, $5 each to non-subscribers. The recently published ROSS REPORTS ON TELEVISION FILMS is $5 each to subscribers, $7.50 each to non-subscribers. Both reports can be purchased at the ROSS REPORTS Office, 15 East 47th Street, PLaza 9-3870.

HOLLYWOOD CASTING CONTACTS - WEST COAST ORIGINATIONS

COMEDY

Abbott & Costello - FILM - Prod-Dir: Jean Yarborough, TCA Prod'ns, Roach Studio
Alan Young(CBS) - Casting: Barbara Hussey, CBS, 6120 Sunset
Amos & Andy(CBS) - FILM - Cast: Ruth Burch at Roland Reed Prods, Roach Studio
Beulah(ABC) - FILM - Casting: Ruth Burch
Burns & Allen(CBS) - Prod-Dir: Ralph Levy; Cast: Barbara Hussey, CBS, 6120 Sunset
I Love Lucy(CBS) - FILM - Dir: Marc Daniels; Cast: M. Mansanares, Desilu(Gen Svce Stu)
Jerry Colonna(ABC) - Prod-Dir: Dik Darley ABC 4151 Prospect; Cast: Darley & Colonna
Moon Mullins - FILM - Prod: P.K. Palmer, Palmer Prod'ns, Goldwyn Studio
The Ruggles(ABC) - Prod-Cast: June Raisbeck
The Trouble With Father(ABC) - FILM - Casting: Ruth Burch at Roland Reed, Roach Stud.

DRAMATIC

American Girl In Paris - FILM - Prod: Peter O'Crotty, 6900 S Hoover
Bigelow Theater - FILM - Cast: Ken Dyson at Jerry Fairbanks, 6052 Sunset
Brenda Starr - FILM - Prod: P.K. Palmer, Palmer Prod'ns, Goldwyn Studio
Craig Kennedy, Criminologist - FILM - Prod: Louis Weiss; Dir: Stanley Frazen, Weiss Prod'ns, 655 N Fairfax
Feature Story(KNBH-local) - Cast: Frank Ryhlick KNBH, Sunset & Vine
Fireside Theater(NBC) - FILM - Cast: Ernst Jaeger, Wisbar Prod'ns, Eagle Lion Studio
Front Page Detective - FILM - Cast: Ken Dyson at Jerry Fairbanks, 6052 Sunset
Gruen Guild Theater(ABC) - FILM - Cast: Robert Walker at Revue Prods, Eagle Lion
International Detective - FILM - Cast: Don McNamara, Dudley TV Corp 9908 Santa Monica
Invitation Playhouse - FILM - Prod: Rene Williams; Dir:Wm Asher, Wms Prods, Goldwyn
Life Of Christ - FILM - Cast: John Coyle, Cathedral Films, 150 N Hollywood Way
Man Of Tomorrow - FILM - Prod-Dir: George de Normand, Hour Glass Prods, 6525 Sunset
Mystery Theater(ABC) - FILM - Cast: Ruth Burch, Roland Reed Prod'ns, Roach Studio
Purple Playhouse - FILM - Cast: Maurice Golden, Edward Lewis Prods, Motion Pic Center
Racket Squad(CBS) - FILM - Cast: Ruth Burch, Roland Reed Prod'ns, Roach Studio
Raffles - FILM - Prod: Lee Savin, Interstate TV Corp
Rebound - FILM - Cast: Marjorie McKay, Bing Crosby Prod'ns, RKO-Pathe Studio
Space Patrol(ABC) - Cast: Bela Kovacs at ABC, 4151 Prospect
Stars Over Hollywood(NBC) - FILM - Cast: Robert Walker, Revue Prod'ns, Eagle Lion
Success Story(KTTV) - Prod: Karl Schlichter; Dir: Ed Roden; Cast: Alberta Hackett
Tales Of Tahiti - FILM - Prod-Cast: Peter O'Cro, 6900 S Hoover

WESTERN

Cisco Kid - FILM - Cast: Eddie Davis, Frederic Ziv, 5255 Clinton
Gene Autry - FILM - Cast: Lou Grey, Flying A Prod'ns, 6000 Sunset
Kit Carson - FILM - Cast: Robert Walker, Revue Prod'ns, Eagle Lion Studio
Range Riders - FILM - Cast: Lou Grey, Flying A Prod'ns, 6000 Sunset
Roy Rogers - FILM - Prod: Roy Rogers; Dir: John English at Rogers, Goldwyn Studio
The Texas Rangers - FILM - Prod: Harold Knox; Dir: Wm Karn at Sharpe Ent, Goldwyn Stu
Wild Bill Hickok - FILM - Cast: Frank McDonald, Wm Broidy Prod'ns, 5545 Sunset

MUSICAL-VARIETY

Dixie Show Boat(KTLA) - Cast: Norma Squires at KTLA, 721 N Bronson
Eddie Cantor(NBC) - Prod-Dir: Manning Ostroff, Wm Morris; Choreiog: Edith Barstow
Dinah Shore(NBC) - To debut in November, Tu & Th; details to be announced
Melody Time(KTTV) - Prod-Writer: Wm Harvey; Dir: John Claar at KTTV 5746 Sunset
Frosty Frolics(KTLA) - Prod-Dir: Klaus Landsberg at KTLA 721 N Bronson
Red Skelton(NBC) - Prod: Red Skelton; Dir: John Gaunt
Spade Cooley(KTLA) - Prod-Dir: Klaus Landsberg; Cast: Spade Cooley KTLA 721 N Bronson

Ross Reports

ON TELEVISION PROGRAMMING

opyright 1951 — by WALLACE A. ROSS · 551 FIFTH AVENUE, N. Y. 17, N. Y. · MUrray Hill 2-5910

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VOL. 3 NO. 8
SUPPLEMENT A

SEPT 30-OCT 6, 1951

COAST-TO-COAST TELEVISION DEBUTS -- AND SO DOES ROSS REPORTS' HOLLYWOOD SECTION

NEW WEEKLY FEATURE WILL RECORD DATA ON WEST COAST ORIGINATIONS -"LIVE", KINE, FILM

HOLLYWOOD OFFICE TO RENDER SAME INFORMATION SERVICE AS NEW YORK HEADQUARTERS

This Issue: Programs Debuting on the Cable...also..."Meet Corliss Archer".

Representing a red-letter day in the annals of telecasting, Saturday, September 29 marks the date of the first sponsored shows simultaneously screened in New York and Los Angeles. The following day, within the short span of two hours, the three top networks will exhibit "live" a major offering in all sections of the country covered by cable and micro relay. More than any single event this represents the most vital step in TV's growth to maturity. The future additions of new stations, the construction of more cable lines and the growth of color telecasting, will be minor events in comparison. The foundation already will have been laid.

Coinciding with the opening of coast-to-coast telecasting, ROSS REPORTS this week launches a full-scale Hollywood section as part of its enlarged coverage of video activities. Recognizing the present and future importance of the West Coast as a national programming source, ROSS REPORTS will cover Los Angeles in the same thorough fashion as currently is done in NYC. Data on West Coast live shows (local & network), film production activities, talent availability, sponsor and agency happenings--all will be embodied in our upcoming reports.

In conjunction with the expanded operation, Lou & Maybelle Lauria, operators of the Radio & Television Exchange (RATE), have been named as West Coast research and information representatives, with offices located at 6087 Sunset Boulevard (HIllside 1100).

Subscribers with West Coast offices should advise their executives that the ROSS REPORTS services are now available to them. An introductory three-month trial is offered at $21. Subscriptions should be placed through our New York office. We will be happy to mail sample issues on request.

- continued on Page 13

NATIONAL BROADCASTING COMPANY, INC.
30 ROCKEFELLER PLAZA
GENERAL LIBRARY
NEW YORK, N.Y.

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(30)ABC(Ch7) -- 10-10:30pm; DEBUT; Hour of Decision; from WJZ-TV(on film) to 4 sta plus 4 kine; Sponsor - Billy Graham Evangelistic Assn thru Walter F. Bennett Agcy(Chi); Billy Graham carries on his well-known Evangelistic meetings, switching to television after a year on radio.

CBS(Ch2) -- 3-4pm; DEBUT; Take Another Look; from WCBS-TV to the net; Sustaining; Prod-Dir - Judson Bailey CBS; Red Barber & Dr. Mal Stevens will use charts & diagrams to explain strategy of football contests which will be shown on film; also prominent football people as guests.

DuM(Ch5) -- 2:30pm-end of game; DEBUT; 1951 National Football League Schedule: from various sta to the net(not WABD); Sponsor - Participations: Atlantic Refining(White Flash Gas) thru N.W. Ayer, Brewing Corp of Amer(Carling's Red Cap Ale) thru Benton & Bowles & (Carling's Black Label Beer) thru Fisher & Stashower(Cleve) & Pittsburgh Local Chevrolet Dealers thru Ketchum, MacCleod & Grove(Pitts) for local team's games only; schedule runs thru Dec 23, with 26 games to be telecast.

NBC(Ch4) -- 10-10:30pm; DEBUT; The Red Skelton Show; from KNBH(Hwood) to the net; Sponsor - Procter & Gamble(Tide) thru Benton & Bowles and Russell M. Seeds(Chi); Prod - Red Skelton; Dir - John Gaunt; Scripts - John Fenton Murray, Ben Freedman, Jack Douglas & Red Skelton; Music Dir - David Rose Orch; Red Skelton stars in new comedy program.

Mon(1) ABC(Ch7) -- 11:30am-12noon Mon-Fri; The Dennis James Show; from WJZ-TV to the net; Sustaining; Prod - Aaron Steiner ABC; Dir - Lou Spoza ABC; Dennis James, assisted by Julia Meade, judges rhyming contests, guessing games, etc, with studio audience participation & guests; formerly James was on DuMont with O.K. Mother.

8-8:30pm alt Mon; DEBUT; Mr. District Attorney; from WJZ-TV to 10 sta plus 39 kine; Sponsor - Bristol-Myers(Vitalis & Sal Hepatica) thru Young & Rubicam; Prod - Edward A. Byron; Dir - Wes McKee Y&R; well-known radio program makes TV debut with leading actors in series making the switch to video - these include Jay Jostyn in the title role, Len Doyle & Vicky Vola.

8:30-9pm; NEW TIME; Life Begins at 80; from WJZ-TV to the net; Sustaining; switches to this time from Tuesdays 9:30-10pm.

NBC(Ch4) -- 12n-12:30pm Mon-Fri; DEBUT; Ruth Lyons' 50 Club; from WLW-T(Cinci to the net; Sponsor - Participations: Campana($\frac{1}{4}$hr per wk) thru H.W.Kastor(Chi) & My-T-Fine($\frac{1}{4}$hr per wk) thru BBD&O; a local audience participation show, debuts to net with Ruth Lyons as MC, conducting a folksy-chatter type of program with music, singing & subjects of interest to women.

Tue(2) DuM(Ch5) -- 9-10pm; DEBUT; Cosmopolitan Theater; from WABD to 14 sta plus 10 kine; Sponsor - Drugstore TV Prods thru Product Adv; Pkgr - Louis G. Cowan; Prod-Dir - Sherman Marks at Cowan; new dramatic program replacing Cavalcade of Bands for same sponsor.

Wed(3) ABC(Ch7) -- 10-11pm alt Wed; DEBUT; The Celanese Theater; from WJZ-TV to 12 sta; Sponsor - Celanese thru Ellington; Pkgr - William Morris; Exec Prod - Burke Crotty ABC; Prod-Dir - Alex Segal ABC; Art Dir-James McNaughton; Costumes - Audre; Sets - Albert E. Heshong; will present plays by members of The Playwrights Company, first of which will be O'Neill's "Ah Wilderness".

[illegible] NEWS -- [illegible], [illegible], [illegible], [illegible]

[illegible] -- [illegible]; [illegible]; [illegible]; [illegible] - [illegible] - [illegible] -

Wed(3) NBC(Ch4) -- 12:45pm-end of game; 1951 World Series; WOR-TV, WNBT & the NBC net; Sponsor - Gillette Safety Razor thru Maxon; Dir - Ralph Giffen WOR-TV; starting this date or Oct 4 for full series.

8-8:30pm; RETURN; Groucho Marx--You Bet Your Life; from WNBT(on film) to 27 sta plus 34 local spots; Sponsor - DeSoto-Plymouth Dealers thru BBD&O; Prod - John Guedel Prods; Dir - Bob Dwan & Bernie Smith; Music - Jerry Fielding Orch; Anncr - George Fenneman; Groucho Marx returns as MC of quiz-comedy program.

Thu(4) NBC(Ch4) -- 11pm-12m 1st Thu of each month; DEBUT; NBC Television Opera Theater; from WNBT to the net; Sustaining; Superv-Prod - Samuel Chotzinoff NBC; Music & Artistic Dir - Peter Herman Adler; TV Dir - Charles Polachek; Dir - Hans Busch; Sets - Carl Kent; Asst Conductor - Herbert Grossman; Asst Dir - Kirk Browning; Costumes - Liz Gillelan; series of eight operas.

Fri(5) ABC(Ch7) -- 8-8:30pm; DEBUT; Mystery Theater; from WJZ-TV(on film) to 6 sta plus 5 kine; Sponsor - Sterling Drugs(Bayer Aspirin, Molle Shave Cream, Phillips Magnesia Toothpaste, Phillips Milk of Magnesia) thru Dancer-Fitzgerald-Sample; Film Producer - Rowland Reed Prods(Hwood); Tom Conway & James Burke will appear as regulars in this new suspense drama series.

CBS(Ch2) -- 9-10pm; DEBUT; Schlitz Playhouse of Stars; from WCBS-TV to 29 sta plus 25 kine; Sponsor - Schlitz Beer thru Young & Rubicam; Exec Prod - Felix Jackson Y&R; Assoc Prod - Robt Buchanan Y&R; Superv-Joseph A. Moran Y&R; Prod-Dir - Frank Telford, William H. Brown, Jr. and Joe Scibetta alternate; Sets - Al Ostrander; Music - Ben Ludlow, Jr; Walter Hampden, Helen Hayes, Ronald Reagan and Margaret Sullavan have signed to appear on several shows each.

Sat(6) ABC(Ch7) -- 11-11:30pm DEBUT; Word of Life Songtime; from WJZ-TV to 4 sta pl plus 3 kine; Sponsor - Word of Life Fellowship thru Walter F. Bennett(Phila); Prod - Jack Wyrtzen; Dir - Seymour Robbie ABC; Jack Wyrtzen, juvenile delinquency authority and the Word of Life Quartet in a program designed to combat juvenile delinquency.

LAST WEEK'S NETWORK ACTIVITY

NBC - American Youth Forum; Debut Sept 29 Sat 7-7:30pm; from WNBW(Wash) to the net; Sustaining; Prod-Dir-Moderator - Theodore Granik; produced in cooperation with the American Legion, new program in which 50 high school & college students quiz a prominent Washington personality each week.

NEWLY ANNOUNCED NETWORK FUTURES

Oct 17 - The Clock; ABC 9:30-10pm; Sponsor - Rhodes Pharmacal thru O'Neil, Larson & McMahon(Chi); formerly seen on NBC, last as summer replacement for We, The People; moves to new network as regularly scheduled program; Prod - White & Rosenberg; Director - William Stier.

SPONSOR ACTIVITY

ABC - JENE SALES CORPORATION (Jene Home Permanent & Hand Lotion) thru Sherwin Robert Rodgers & Assoc(Chi) picked up sponsorship of The Paul Dixon Show Thu 10-10:30 pm effective Sept 27; Monday program 9-10pm remains on sustaining.

BENDIX HOME APPLIANCES division of AVCO Mfg thru Tatham-Laird(Chi) renewed Chance of a Lifetime Wed 7:30-8pm for another year.

BLOCK DRUG COMPANY (Amm-i-dent Tooth Powder & Tooth Paste, Minipoo Dry Shampoo Pycope Brushes & other products) thru Cecil & Presbrey, will sponsor Crime With Father Fri 9-9:30pm effective October 5.

[illegible]

SPONSOR ACTIVITY(Continued)

CBS - GENERAL CIGAR CO (White Owl) thru Young & Rubicam, picks up sponsorship of Sports Spot Wed 10:45-11pm, effective October 3.

NBC - CHEVROLET thru Campbell-Ewald will sponsor the Dinah Shore Show Tu & Th 7:30-7:45pm, making debut November 27 on micro-wave from Hollywood.

LATE ITEMS: Procter & Gamble will drop its 2-segment sponsorship of Kukla,Fran & Ollie in November and pick up the 7:30-7:45pm M,W,F portions on NBC, alternating a top-name singer on those nights. (see Dinah Shore above) ....Dave Garroway is a strong contender for NBC's Today, the 7-9am across-the-board show to be launched shortly - or an afternoon strip.

NYC LOCAL ACTIVITY

WABD - Comedy Cameos; Debut Sept 23; Sun 11-11:15pm; Sponsor - Shirr-Back Curtains thru Product Services; featuring sequences from old-time film comedies.

Beat The Champs; Debut Oct 1; M,Tu,W 11-11:30pm; Th, F 11:15-11:45pm; Sponsor - Bedford Radio Sales & Service thru Judson Agcy; Hal Tunis, MC, with panel of sports figures on new sportz-quiz program.

WJZ-TV- Claire Mann's Glamour Show; Returns Oct 1; Mon 2-2:15pm; Sponsor - Buitoni Macaroni thru Astral Agcy; Prod-Dir - Ed Nugent; daytime show for women.

Russ Hodge's Sports Show; Debut Oct 1 Mon-Fri 7-7:15pm until Oct 19, from Oct 22 M,Tu,Th,F 11:10-11:20pm; latest sports results, film clips, guests.

WNBT - Author Meets The Critics; New Time; Sun 12n-12:30pm; was on 11-11:30pm Sun until Aug 26; from Sept 9-23 10:30-11pm; Sustaining; Prod - Martin Stone at Kagran; Dir - Bill Harbach & Howard Davis NBC alternate; Barry Gray new MC.

Footlights & Kleiglights; New Time; Mon-Fri 11:30-11:45am starting Oct 1; was on 11:45am-12noon.

Foreign Intrigue; Debut Oct 4; Thu 10:30-11pm; new film series filmed in Europe; Sponsor - Ballantine Beer thru J. Walter Thompson.

WOR-TV- Giant Quarterback Huddle; Debut Sept 26; Wed 7:30-8pm; Sponsor - Miller Beer thru Mathisson Co(Milwaukee); Dir - Ralph Giffen WOR-TV; Steve Owen & Jack Lavelle, will interview outstanding football players, sportswriters, etc.

Letter to Lee Graham; Debut Oct 1; Mon-Fri 3:15-3:30pm; Prod - Lee Graham & Frank Hobbs; Dir - Mende Brown WOR-TV; Mrs. Graham discusses problem letter & writer of letter is interviewed, retaining anonymity.

TV Toons; Debut Oct 6; Sat & Sun 11-11:15pm; Prod - Harold Kaye; Dir - Bill Demarest & Alex Courtney; Bob Bryar will MC film & record disc-jockey show.

HOLLYWOOD LOCAL ACTIVITY

KECA - Crusade in the Pacific; Debut Nov 1; Thu 8:30-9pm; Sponsor - Quality Importers(Welch's Wine) thru Al Paul Lefton; documentary film series produced by the March of Time will be seen for 26 weeks starting this date.

KTTV - The Nancy Dixon Show; Debut Sept 24; M,W,F 3:45-4pm; Sponsor - Participations thru Young & Rubicam; Producer - Young & Rubicam & KTTV; Director - Truman Smith; Nancy Dixon, well-known radio personality, makes her TV debut in a new shopping program, assisted by Nancy, Jr.

Graybar Electric Company thru Roy S. Durstine(LA) signed a thirteen-week contract to sponsor two quarter-hours weekly on KTTV's Billie Burke--At Home Show effective September 21.

JOHN SUTHERLAND PRODUCTIONS(LA)-will turn out in excess of $1,500,000 in commercial and institutional film production in a fiscal year; currently shooting on six subjects, including a 45 minute educational film for J.C. Penney Co, a half-hour live action industrial for National Carbon & a 45 minute live-action feature to be filmed in Costa Rica for the United Fruit Company; also preparing an animated film for the NY Stock Exchange dramatizing the functions of the board.

ROBERT J. LIPPERT(LA) - believes makers of small budget theatrical films in the current market need TV's added revenue to make a profit and predicts this group will be the first one eliminated as a result of TV's inroads. He expects films made expressly for TV to replace the stations' need for Hollywood product. (DAILY VARIETY)

STERLING TELEVISION(NY) - is going all out to sell their TV film series, King's Crossroads; 52 half-hour programs are completed, with a like number in the editing stages; Carl King introduces human interest shorts..... ..Films are standardized at 26 minutes each, permitting commercials to be inserted without breaking the program continuity; idea had been tested live on WOR-TV(NY) prior to being put on film. First sale was to ABC-TV, which will show the films on WJZ-TV(NY) alternating with the new live show Celanese Theater Wed 10-10:30pm; the net will offer the package to its affiliates on a coop basis. The organization also reports sales increases of 150% over last year's sales of video film shorts; they have been grouping shorts on relative subjects and selling them in packages of 13, 26 or 52 films as complete series on travel, children, women's interest, etc; latest composite package is a half-hour educational series made up of child psychology films produced by McGraw-Hill, Young America and the National Film Board of Canada; more than half a million dollars has been grossed via this special operation, according to a report by Billboard.

PROCKTER SYNDICATIONS INTERNATIONAL(NY) - new distribution outfit for radio, television & film shows, headed by independent packager Bernard J. Prockter, has named Andrew P. Jaeger, former director of DuMont's film operations, as Vice President and general manager last week; in addition to Prockter, who is chairman of the board, the organization consists of Paul White, President, Leonard Loewinthan, Vice President & General Counsel, Clemen J. Wyle, Advertising-Publicity Vice President and Barney Solomon, Treasurer.

AQUARIAN PRODUCTIONS(LA) - through its president Charles R. Rogers, has taken a 60-day option on the pilot film "The Lady Who Smoked Cigars" from Trans-World Pictures. Film was the first in a projected series of Rupert Hughes Playhouse productions to be made by now defunct Trans-World firm. Rogers will embody the film as part of a new 39 half-hour video series. (HWOOD REPORTER)

TED & BOB WEEMS START TV FILM VENTURE - According to Billboard, bandleader Ted Weem and his brother, Bob, former executive of General Artists Corporation in Chicago, have joined hands to produce TV films under the banner of Filmettes, Inc. in Nashville, Tennessee. Outfit starts shooting Oct 8 with a 15-per-week schedule on two-to-three minute variety shorts, using musical names and semi-names; also planning to use variety acts and comedians. Production activities will be handled by Bob Weems and Art Scofield, another partner in the firm, who is a former photo studio chief and has done TV work for WSM in Nashville Owen Bradley will be musical director for the firm.

CBS LEASES COLOR FILMS - from Atlantic Television Corp to kick off its color TV movie series starting October 15. Stallion Canyon and 3 other films were included in the deal.

[illegible] PRODUCTIONS(LA)-will turn out its scenes of $1,500,000 in commercial and institutional film production in a fiscal year; currently working on six subjects, including a 45 minute educational film for J.C. Penney Co, a half-hour live action industrial for National Carbon & a 45 minute live-action feature to be filmed in Costa Rica for the United Fruit Company; also producing an animated film for the NY Stock Exchange dramatizing the functions of the board.

[illegible] believes makers of small budget theatrical films in the suburban [illegible] should have more backed-revenue to make a profit and [illegible] in the [illegible] as a result of TV's growth [illegible] exports films made especially for TV to replace the stations' need for Hollywood product. FILMS VARIETY [illegible] in its [illegible] issue. The organization also [illegible] film [illegible] in [illegible] film [illegible]; [illegible] [illegible] with increased [illegible] Kinda [illegible] [illegible] productions are completed with a [illegible] [illegible] [illegible]

KING BROS START TV ACTIVITY - Billboard reports that Frank & Hyman King, producers of theatrical films for the past five years on the Monogram lot, will shift production activities to the Goldwyn Studios, and at the same time launch TV operations, with filming of an existing live television show to be bankrolled by its present sponsor as first possibility.

SAG SIGNS WITH PRODUCERS - those companies which have completed basic contract negotiations with the Screen Actors Guild, and have signed temporary collective bargaining agreements pending permanent contracts include: Revue Productions, Procter & Gamble Prods, Brenco Pictures Corp, Dancer-Fitzgerald-Sample, TV Film Producing Ad Agency, Seabord Studios, Jewell Enterprises, Wes Beeman Prods, Eisenbach Prods, Fanwill Prods, H-N Prods, Sid Kullers Prods, Pergor Prods, Liles Wonder State Motion Pictures Inc, Screen Classics, Don W. Sharp Enterprises and the Teevee Company.

STANLEY KRAMER TO PRODUCE FILMS FOR TV - Independent film producer of Cyrano, Home of the Brave, Champion, was reported by Billboard to be planning to enter the TV field and will soon film two pilot reels, probably on the dramatic side.

ALADDIN PRODUCTIONS(LA) - currently shooting Kid Magic ¼hr series; Producer - Harold Helvenston; Assoc Prod - Julius Tuchler; Director - Maurice Murphy; each picture is budgeted at $4,000, with 13 films planned at presen.

B.M.D. PRODUCTIONS(LA) - new firm to start first series describing the making of current films; Title: Hollywood At Work; Producer - Larry De Soto & Edward Belfer; Production Manager - William Stephens; Director - Tom McGowan; First script by Ben Hecht.

RICHARD DORSO LEAVES UNITED TV PROGRAMS - former executive vice-president in charge of national sales, Dorso is reported to have sold his stock to Gerald King, Edward Petry and Milton Blink, the remaining majority stockholders of United; his duties have been split between Blink and Aaron Beckwith, recently appointed director of sales for the organization. (BILLBOARD)

COMMERCIALS PRODUCTION

ANIMATED(NY) - 2 (60") being completed for Premier Foods thru Peck Agcy for Local Participation; SA & LA with VO; blending of animation & live & stylized animation.

AMER FILM PROD (NY) - 6 (60") completed for US Army-Airforce thru Grant Adv for National Spot; LA with VO & M; for recruiting for WAF & WAC.

1 (20") completed for Frosty Pudding thru Ruthrauff & Ryan; SM & LA with VO & M.

1 (60") completed for Howard Clothes thru Peck Agcy for Local Prog; SA & LA with VO & M.

CHARTER OAK(NY)- 8 (60") completed for Cameo Curtains thru Product Service Group for Natl Spots; LA with LS & VO; demonstrations of new-type curtains.

2 (60") completed for Mastic Acres(Walter Shirley, owner) for Local Spot; LA with VO; showing living conditions in housing development.

CODE: FA - Full anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

FILM MADE EASIER TV ACTIVITY - Hillboard reports that Frank & Bonnie King, producers of theatrical films for the past five years on the Monogram lot, will START production activities to the Goldwyn Studios, and at the same time launch TV operations, with filming of an exciting live television show to be handicapped by the present economy as first possibility.

SAN DIEGO VISITOR TOURS - Three companies with headquarters in San Diego contract tours- Hollywood Film Tours, Star Tours, Action Guild, and have stepped temporary activities because of the economic situation. Producers continue Hollywood Film Productions, Frederic & Charles Ferrara, Pictures Corporation-Hollywood, Sample, Of Film Producing in Mexico, Spanish Dialogue, Jerry Fitzgerrans, Wm Bowers Productions, Bloodhound Productions, Small Productions, Big Productions, Bronze Productions, Hollywood Movies Action Pictures Inc, Screen Productions Inc, Sharp Enterprises and the Leaves Company.

FILMING IN SAN DIEGO TOWARD TOP - Independent film producer of Dynamic Home Entertainment, Chandler, was reported by Hillsboro as planning to enter the TV field and will film two pilot reels, probably on the Kentucky side.

MARTIN PRODUCTIONS(TV) - Currently shooting Bill Martin for series; Producer - Martin Silverstein; Assoc Prod - Julius Sullivan; Director - Martin Melvin; Location Budgeted at $4,000, with 13 films planned at present.

P.A.M. PRODUCTIONS(TV) - New firm to store first series dealing documenting the making of current films; Initial Filmmaker at Work; Producer - Larry Ja Pres & Owner; Director; Photography Manager - William Stevenson - Tom Lodovico; Film Analyst; Jan Adams.

DIGEST MAKES FAVORABLE BOOKING IN PROGRAMS - Issue - effective vitamin-enriched in shape of national season, Sorbo is reported to have sold its stock to Wrath Alley, Edward T Hay and Bill Or Miller, the remaining security stockholders of United; his stocks have been split between Edith and Aaron Spitzer. Company operation without change of staff for the organization. (HILLSBORO)

CASTING

ANNIE(TV) - [illegible] being considered for Frances Gedderman Fund Day for Local [illegible] Ia with [illegible] of entertain a live & dif- ferent [illegible] Lead matinee.

[illegible] - 2 (60') completed for UN AMP- [illegible] Ia with 70 & M; for recruiting [illegible] Ia.

1 (60') completed for Frank Hubbard [illegible] Ia with 70 & M.

2 (60') completed for Howard Clothes [illegible] for Local Prod; Ia w Ia with 70 & M.

CHARTER OAK(TV)- 1 (60') completed for Cancer Society [illegible] Prod & Service Group for [illegible] Ia with 70 & M; [illegible] or [illegible] entertain.

1 (60') completed for Lenox [illegible] for Local [illegible] Ia with 70; [illegible] living conditions in [illegible] development.

[illegible] Ia - Well known; CA - [illegible]; Ia - Stop [illegible]; [illegible] - Live Action; Ia - [illegible]; [illegible] - Video Over; M - Model; [illegible] - Lower [illegible].

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		SATURDAY SEPTEMBER 29
All Star Revue	NBC 8pm	Jack Carson, MC; with Lola Albright, Honey Bros(D), Betty & Jane Kean, Marion Colby, Jack Norton(C), Jerry Bergen, Tommy Wells
Big Top	CBS 12N	The Hermanos(high wire), The Karrells(balancing ladder), Rose Marie(aerial iron jaw), Alfonse Loyal(juggler)
Faye Emerson	CBS 9pm	Salute To Kansas City - with Mary McCarty, Ernest Truex, Fred & Susan Barry(D)
Ken Murray	CBS 8pm	Wendy Barrie, Nancy Guild, Biff Elliot, Mills Bros, The 3 Ivanovs, Cedric Adams(Minneapolis columnist)
Patricia Bowman	CBS 6:45	Beatrice Kraft, Evelyn Wyckoff(soprano)
Show Goes On	CBS 9:30	Bill Goodwin subs for Robert Q. Lewis; Talent: Ladd Lyon(balancing act), Vivian Allen & Bert Sheldon(S), Margaret Roggero(soprano); Robert's Cue: Teddy Hale(D); Buyers: Arlene Francis, Al Span(CBS producer), L.Y. Ballentine(North Carolina State Fair)
Show Of Shows	NBC 9pm	Eva Gabor, MC
Songs For Sale	CBS 10pm	Guest Singers: Eileen Barton, Don Cherry; Judges: Morey Amsterdam, Martin Bloch, Mabel Wayne
		SUNDAY SEPTEMBER 30
Author Meets Critics	NBC 12N	The Medium - film opera by Gian Carlo Menotti; Barry Gray is new MC; Ben Grauer(for), Bosley Crowther(against)
Celebrity Time	CBS 10pm	Marie Wilson, Jackie Robinson
Colgate Comedy Hour	NBC 8pm	Eddie Cantor & Co(variety acts, etc; no name guests)
Fred Waring	CBS 9pm	Pat O'Brien
Gabby Hayes	NBC 5pm	James King, San Francisco 1856 - with Peter Hobbs, Helen Craig, Ernest Borgnine, Jon Lorimer, George Mitchell, Norman Bernhardt
Man Of The Week	CBS 5:30	Sen Robert S. Kerr, guest; Panel: Carroll Reece (former chairman Repub Natl Com), Clark Clifford (lawyer), James S. Kemper(former treasurer Repub Natl Com)
Meet The Press	NBC 4pm	Guy Gabrielson(current chairman Repub Natl Com), guest; Panel: Richard Wilson(Des Moines Register), Raymond Brandt(St. Louis Post-Dispatch), May Craig(Portland Maine Press Herald)
Paul Whiteman	ABC 7pm	Anne Jeffreys

PROGRAM	NBC TIME	-SUSPENDED-
		(C - Sponsor; D - Sponsor; O - Owner; X - Suspended)
		SATURDAY SEPTEMBER 29
All Star Revue	10p Cpm	Jack Benny(C); Victoria Albright, Honey Bros(D), Berry & Jane Ken, Martin Conby, Jack Morton(C), Tony Bergen, Tommy Walls
Big Top	08p EST	The Barrymores(night wing); The Barrella(balancing ladder); Rose Marie(general lace law), Alfonse Loyal(juggler)
Dave Garroway	09a Cpm	Salute to Robert Lily - with Mary McCarty, Herman Chasen, Fred & Sharon Barry(D)
Jack Sterling	10a EST	Monty Hasile, Honey Rudd, Bill Pilot, Nile Bros, The Y Ridges, Bruno Mars(Minneapolis soloist)
Lucky Strike Serenade	09a 6:45	Rosalie Hight, Trevlyn Goodell(soprano)
Show Open On	09a 7:30	Bill Goodwin subs for Robert C. Lewis; Talent: Lady Iron(balancing act), Vivian Allen & Pert Sheldon(D), Marvin Morgan(soprano); Producer: Teddy Dale(D); Director: Arlene Francis, Al Dean(One producer), I.T. Ballantine(North Carolina Dance Band)
Place Of Choice	10a 9pm	Ave Gabor, MC
Dance For Pain	09a 10pm	Guest Performer: Eileen Barton, Don Cherry; Judges: Morey Amsterdam, Martin Blood, Mabel Wayne
		SUNDAY SEPTEMBER 30
Author Meets Critics	NBC 1pm	The Fabulous - Film cover by Orson Orville Menotti; Barry Gray is host; Ben Grauer(fcr), Bailey Crowder(analyst)
Celebrity Time	09a 10pm	Martin Wilson, Jackie Robinson
Celebrity Charity Time	11a 9pm	Bette Davis & Co(variety acts, etc; no name guests)
Lead Reading	09a 4pm	Pat O'Brien
Philly Lyrics	11a 2pm	James Ellen, Gen "Chicago 1005" - with Peter Hobbs, Helen Crosby, Barbara Hopkins, Jim Lawson, George Mikshell, Norman Bernhardt
Man Of The Week	09a 3:30	Ben Robert S. Kerr, guest; Panel: Carroll Reece (former chairman Repub Natl Com), Clark Clifford (lawyer), James G. Rankin(former treasurer Repub Natl Com)
Meet The Press	11a 4pm	Gov Chrislison(current chairman Repub Natl Com), guest; Panel: Richard Wilson(Joe Mathes Publication), Raymond Travis(St. Louis Post-Dispatch), Ray Cronin(Portland Maine Press Herald)
Soul Searching	11a 7pm	Anna Jeffreys

SUNDAY SEPTEMBER 30(Cont'd)

Philco Playhouse	NBC 9pm	By-line For Murder - by Andrew Garve, adapt by Walter Bernstein; with Hugh Reilly, E.G. Marshall, Vinton Hayworth, Robert H. Harris, Irene Moore, Addison Powell, Harry Hess, Mardette Edwards, Pat Malone, Vince Harding
Plainclothesman	DuM 9:30	The Rudiments Of Homicide - by John H. McCain; with Joseph McCauley, Ann Sorg, Marion Leeds, Ethel Remey, Harold Stone
Rocky King	DuM 9pm	The Missing Stranger - by Stark Thompson; with Connie Lembcke, Ann Dere, Somer Alberg, Joe Bassett
Star Of The Family	CBS 6:30	Joan Edwards, The Three Suns, Dave Barry(C)
Super Circus	ABC 5pm	Bernie Hoffman & His Animal Kingdom, Nelson Sisters (trapeze), Frances & Delores(perch pole act)
This Is Show Bus.	CBS 7:30	Julie Wilson, Bill Graves & Co(D), Joey Forman(C); Betty Furness, guest panelist
Toast Of The Town	CBS 8pm	The Helen Hayes Story - with Helen Hayes, Martha Scott, Mary McCarty, Bethel Leslie, Raymond Boyle
Trapped	WOR 10pm	The Long, Lonely Road - with David Hooks, Meg Wylie, Robert Fuller, Russell Whitney

MONDAY OCTOBER 1

Footlights & Kleig.	NBC 11:30am	Muriel Rahn
Gallery...Liu-Tsong	DuM 8:30	Shadow Of The Sun God - with Tony Rivers, Ray Julian, Sid Cassel, Ned Cary, Mary Lou Hennessy
Garry Moore	CBS 1:30	Jessica Tandy & Hume Cronyn
H'wood Screen Test	ABC 7:30	Robert Preston, guest; Homecoming - by Alton Alexander & Mort Lewis; with Rheba Tassell, Patricia Quinn O'Hara
Kate Smith	NBC 4pm	Mrs. Russel Crouse, Jaywalkers(acro), Butler dancers
Lights Out	NBC 9pm	Will-O'-The-Wisp - by Doris Halman; with Robert Stack, Louanna Gardner, Pat Browning, Ruth White, Harry Worth
Lux Theater	CBS 8pm	Grandma Was An Actress - by James Truex; with Josephine Hull, Patty Smith, Lawrence Fletcher, Amy Douglas, Gage Clarke
Mohawk Showroom	NBC 7:30	Bob Eberle
Mr & Mrs Mystery	WOR 7:30	The Case Of The Bedlam Birdie - with Arthur Oschlag, Marjorie Remond, Merrill E. Joels
Racket Squad(film)	CBS 9pm	The Spanish Prisoner - with Gloria Saunders, Ruth Lee, Forrest Taylor

Radio Theatre	NBC 2pm	Pre-Life For Women - by Andrew Davis, adapt by Walter Kaufman; with Ann Neilly, S.C. Marshall, Vivian Harwood, Robert E. Barrie, Irene Moore, Addison Powell, Nancy Reed, Mordecai Bowman, Jack Moore, Vince Barnett
Mediatheatre	CBS 2:30	The Experience of Death - by Joan Ly, Moderna; with Ernest Gebauer, Jim Long, Barton Lewis, Mikel Lindsay, Jerry Lewis, Alan Mixon
Jonny Dim	CBS 3pm	The Wrecking Stranger - by Frank Thompson; with Jennie Lightbie, Jim Long, Jerry Albert, Joe Bassett
Sunday Theatre	CBS 4:30	Joan Fabrega, Wm Tyree-Jones, Dave Perry(C);
Radio Theatre	NBC 5pm	Bernie Kotman & His Animal Kingdom, Eleanor Stevens (harpsie), Frances K. Jackson(pergola pole act)
Life is Fun Time	CBS 7:30	Julie Allison, Bill Gardner & Co(D), Joey Forman(C); Perry Furness, music production
Heart of the Town	CBS 8pm	The Golden Horse Shoes - with Helen Hayes, Martha Scott, Mary Wickes, Joseph Jenkins, Raymond Bayle
Matinee	CBS 10pm	The Long, Lonely Road - with David Brooks, Mae Wylie, Robert Bailey, Russell Winney

Gordon Hillman	[illegible]	[illegible]
Hillman Chronicles	[illegible]	Hilton Of The Sun God - with Tony Kowalski, Ray [illegible], Jack Tuckfield, Cory, Mary Jan Hennessy
Hillman Records	[illegible]	[illegible]
Hillman Theatre Guild	NBC 1:30	Silent Invasion, Week: Interrupted - by Alton Kumsner & Lewis Lewis; with Phebe Merrell, Patricia [illegible]
[illegible]	[illegible]	[illegible]
[illegible]	TM NBC 4pm	[illegible] Dreams, Jeopardy(Sat) - Taylor Garner;
Lovely Life	NBC 4pm	Bill Chambers - by Doris Hilton; with Robert Carson, Jasmine Crowder, Pat Brooks, Mark White, Jerry Hurst
Sam Thurlow	CBS 4pm	Gunfire Aug.4th Instead - by Jesse Irion; with Tonsylvia Hall, Jerry Smith, Lawrence Wrecker, Amy Dunlap, Jane Clark
[illegible]	NBC 7:30	Rob Alberle
Mr. Ace Lincoln	NBC 7:30	The Case Of The Golden Idiot - with Arthur Gaulin, Marjorie Lawson, Merrill A. Lewis
Golden Journal(Cont'd)	CBS 9pm	The Mental Traveler - with Morris Saunders, Ruth Lee, Jerred Lewis

Morning Programming(more)

MONDAY OCTOBER 1(Cont'd)

Somerset Maugham	NBC 9:30	Grace - adapt by Martha Wilkerson; with Betty Field, Russell Hardie, Lenka Peterson, Harry Bellaver, Margery Maude, Frank Silvera, Alice Childers, Dennis Cross, Ben Shaw, Joe Toner
Steve Allen	CBS 12:45	Dinning Sisters(S), Spic & Span(D)
Studio One	CBS 10pm	The Idol Of San Vittore - by Endro Montanelli, adapt by Jane Hinton; with Eduardo Ciannelli, Maria Riva, Murray Matheson, Noel Leslie, Michael Enserro, Alan Shayne, Benedict MacQuarrie, Edgar Stehli, Julius Bing, Robert Dale Martin
Voice Of Firestone	NBC 8:30	Rise Stevens

TUESDAY OCTOBER 2

Armstrong Theater	NBC 9:30	The Runaway Heart - by Doris Halman; with Judith Evelyn, John Newland, Bunny Lewbel, Mary Orr
Cosmopolitan Theater	DuM 9pm	The Secret Front - by Richard Macauley from story by Paul Gallico; with Lee Tracy, Marsha Hunt, Kurt Katch, Farrell Kelly, Ralph Roberts, Anthony Dawson, Brandon Peters, Mitchell Agruss, Larry Gates, Bramwell Fletcher, Martin Brandt, Byron Russell, Barry Macollum
Crime Syndicated	CBS 9pm	Martin Ritt, Horace McMahon
Danger	CBS 10pm	Free Zoo - by Peter Packer; with Gene Lyons, Judy Parrish, Fred Stewart, Charles Tynner, Arthur Batamides
Fireside Thtr(film)	NBC 9pm	The Birds Are Walking - by Wells Root; with Edward Norris, Jimmy Smith, Morris Ankrum, Dorothy Porter, Pepe Hern
Garry Moore	CBS 1:30	George Gobel(C)
Hands Of Destiny	DuM 10pm	Death Lives In A Glass House - by Anne Howard Bailey; with Donald Curtis, Lou Prentiss, Joseph Holland, Anna Karen, John Morley, Leland Harris
Kate Smith	NBC 4pm	Sy Oliver & Orch, Acromaniacs, Georgie Tapps
Little Show	NBC 7:30	Sue Bennett
Nick Kenny	NBC 11:30	John Carroll, Jules Styne, Clef Dwellers(S)
Steve Allen	CBS 12:45	Bunny Briggs(D), Don Cherry(S)
Stork Club	CBS 7:45	Claudia Pinza, Paul Lockwood(Publ Serv Commissioner)
Suspense	CBS 9:30	Journey To Nowhere - by Halsted Wells from story by Theodora Benson; with Charlton Heston, Margaret Phillips; balance of cast not set at press time
United Or Not	ABC 9pm	Moshe Sharett(Minister Foreign Affairs of Israel)

[illegible]

Somerset Maugham	ITC 9:30	Europe - about to [illegible] with Family Fortunes, [illegible] Dorothy Malone, Marjorie Lunde, [illegible] Allyn Ouchtoy, Dennis Green, Ian Shaw, Joe Tony
Steve Allen	CBS 12:45	Dancing Stevens(5), Solo & Duet(4)
Studio One	CBS 10pm	The Life of Sam Tilmore - by Robert Montgomery, cast: [illegible] Barbara Eversmann, Joyce Ditts, Harry Anderson, Joel Ingles, Melvyn Douglas, Alan Shearer, Benedict Kaufmann, Albert Ruben; Director Dale Wasserman
Voice of Firestone	NBC 8:30	Eileen Farrell

[illegible]

Armstrong Theater	ITC 9:30	The Summer Idyll - by Ruth Gordon; with Ruth Gordon, John Cromwell, Sonny Tufts, Mary Jan Wyn
Cosmopolitan Theater	NBC 9pm	The Secret Fund - by Kingsley Amis from story by [illegible] with Leo Genn, Dorothy Tutin, Ryan Rowe, Jarrell Kelly, Robin Chadwick, Anthony Newlands, Kenneth Griffith, Frank Gallagher, Frank Gallagher, Michael Ingrams, Mervyn Johns, Dorothy Bayliss, Arthur Lowe
Dodge Presidential	NBC 8pm	Martin Gray, George Kirkham
Danger	CBS 10pm	Deep Sea - by Peter Barnes; with Deep Sleeper, Jack Lemmon, Lucy Lawrence, Sheridan Tremain, Arthur Kennedy
Eternally Thor(film)	ITC 9pm	The Black Sea Mission - by Walter Ewing; with Edward Mulhare, Derek Fowlds, Ian Ogilvy, Jeremy Brett, Patricia Hayes, Tenn
Secret Agent	CBS 11:30	Deadly Gamble(4)
Hands of Destiny	NBC 10pm	Rough Diamond - by Alan Ladd; with Dennis Morgan, Jeanne Crain, Ann Rutherford, Jeanne Bal, Hugh Marlowe, Alan Hewitt, Jeffrey Lynn, Lorna Thayer
Jim Smith	NBC 8:30	Dr. Oliver's Death, Mr. Wednesday, Dennis Taylor
Little Show	NBC 7:30	The Beverly
Night Court	NBC 11:30	Judge Overall, Alice Ketcham, Chief Donlevy(4)
Steve Allen	CBS 12:45	Young Brigade(5), Jim Dawson(4)
Steve Lund	CBS 7:45	Cleveland Brown, Paul Lynde(5); Jerry Lewis(4)
Suspense	CBS 9:30	Alexander Graham Bell - by Richard Nelle from story by Jerome Lawrence; with Christopher Dennis, Bernard Hillman, Malcolm de Cosmo, Jack Jerome Fowler
Wanted Dead or Alive	NBC 7pm	Steve Duncan(Robert Fuller) rescues of Tucson!

TUESDAY OCTOBER 2(Cont'd)

Texaco Star Theater	NBC 8pm	John Carroll, Yma Sumac, Two-Ton Tessie O'Shea, Clark Brothers, Beatrice Kraft Dancers

WEDNESDAY OCTOBER 3

Arthur Murray	ABC 9pm	William Eythe, Art Barnett(soundologist)
Celanese Theater	ABC 10pm	Ah, Wilderness! - by Eugene O'Neill; with Thomas Mitchell, Roddy McDowall, Dorothy Petersen, Wright King, Howard St. John, Sandy Horn, Phil Coolidge, Michael Dreyfuss, Millicent McKeen, Adelaide Bean, Betty Wragge, Don McClelland, Bert Thorne
Chronoscope	CBS 11pm	General Bonner Fellers
Garry Moore	CBS 1:30	Wally Cox
Kate Smith	NBC 4pm	Jack Meyand & Co(bicycle act)
***Kate Smith	NBC 8pm	Olsen & Johnson, Sylvia Sidney, Sidney Blackmer, The Dunhills(D)
Kraft Theater	NBC 9pm	Irish Eyes - by Edward W. Rose; with Dick Foran, Andree Wallace, Paul Langton, Melville Cooper, Sally Chamberlain, Chris White, Biff McGuire, Pat O'Malley, Eva Condon, Chester Stratton
Mohawk Showroom	NBC 7:30	Ted Steele
Perry Como	CBS 7:45	Ralph Marterie & Orch
Shadow Of A Cloak	DuM 9:30	Cairo Incident - by Lawrence & Virginia Dugan; with Judson Pratt, Leslie Paul, Frank Silvera, Tom McDermott, Ann Dunnigan, Richard Newton
Footlights & Kleig.	NBC 11:30am	Alicia Alonso
Steve Allen	CBS 12:45	Rosette Shaw(S), Richard Himber, Meyo(high wire)
The Web	CBS 9:30	All The Way To The Moon - by Q. Patrick, adapt by Marie Baumer; with Henry Jones, Eleanor Wilson, James Gregory, Leslie Litomy, Lita Dal Porto, Edna Preston, Victor Thorley, Leonard Bell, Lester Swayd, Virginia Gregory, James Eilers

THURSDAY OCTOBER 4

At Home	ABC 10:30	Ilene Wood
Big Town	CBS 9:30	Red For Danger - by William Markham; with Olive Deering, Walter Woolf King, Mark Kramer, Phil Truex, Pauline Myers
Bigelow Thtr(film)	DuM 10pm	The Other Jessie Grant - by George Batson & Richard McCraken; with Gladys George, Elisabeth Risdon, Ted Osborn, Katherine Warren, Kenneth Patterson, Myra Marsh, Cecil Elliot

TUESDAY OCTOBER 2(Cont'd)

Texaco Star Theater NBC 8pm John Carroll, Ken Murray, Two-Ton Tessie O'Shea, Clark Brothers, Beatrice Kraft Dancers

WEDNESDAY OCTOBER 3

Arthur Murray ABC 9pm William Eythe, Art Barnett(soundologist)

Celanese Theater ABC 10pm Ann Rutherford - by Dagmar O'Neill; with Thomas Mitchell, Reddy McDowall, Dorothy Peterson, Wright King, Howard St. John, Sandy Kerr, Phil Coolidge, Wendell Dreyfuss, Millicent McKean, Adelaide Bean, Betty Wragge, Don Mowbray, Bert Thorne

Chesterfield Club CBS 11pm Gerald Mooney Rollins

Gary Moore CBS 11:30pm Walter Cox

Kate Smith NBC 4pm Jack Leonard & Co(bicycle act)

*****Kate Smith** NBC 8pm Green & Lawrence, Shirley Sidney, Sidney Piscoper, The Dunhillio(D)

Kraft Theater NBC 9pm Irish Eyes - by Edward W. Rose; with Dick Foran, Anne Wallace, Mary Lawrence, Melville Cooper, Sally Chamberlain, Chris White, Biff McGuire, Pat O'Malley, Eva Condon, Christopher Shrewton.

Mohawk Showroom NBC 7:30 Ted Steele

Perry Como CBS 7:45 Paige Mercerie & Crew

Shadow Of A Cloak DuM 9:30 Golden Inciden by Lawrence & Virginia Langer; with Judson Pratt, Joelle Paul, Frank Silvera, Tom Mahoney, Ann Dunigan, Richard Newton

Robert Montgomery Presents NBC 12:30am Adelia Mazzola & Crew

Edward Murrow Corner CBS 12:30 Prudence Penny(c), Hedgehog Sisters, Vera(Hawk Mite), Judson Jones, Leslie Paul, Frank Silvera, et

The Web CBS 9:30 Alice The Key Ring Mystery Mystery Theatre, adapt by Merle Beaumer; with Henry Jones, Eleanor Wilson, Jerome Cowan, Janis Carter, Lita Del Porto, Edna Preston, Victor Thorley, Leonard Bell, Lester Lewis, Virginia Gregory, James Millhone, Jerry Hausner(c), Melvin Rhodes, Ann Wilson

Lux Video Theatre THURSDAY OCTOBER 4 - by [illegible]

At Home ABC 10:30 Hugh Wood Library, [illegible]

Big Town CBS 9:30 Bad For Danger - by William Markham; with Olive Deering, Walter Wolff King, Mark Roseer, Phil Brown, Paul [illegible]

Bigelow Theatre(Film) DuM 10pm The Other Joanie Grant - by George Batson & Richard Morrison; with Gladys George, Elizabeth Risdon, Ted Osborn, Kathleen Murray, Leonard Elliott

Lux Video Elliot [illegible]

Boss Reports TALENT SHOWCASE(more

THURSDAY OCTOBER 4(Cont'd)

Crime Photographer	CBS 10:30	The Hero - by James P. Cavanagh; with Joseph Anthony, Madame Daykarhanova, Lee Phillips, Joey Walsh, Bobby Santis
Ellery Queen	DuM 9pm	The Garden Of Death - by Henry Misrock; with Wesley Addy, Richard Purdy, Leona Maricle, Rita Gam, Ronald Telfer
Footlights & Kleig.	NBC 11:30am	Paul Lukas
Gruen Thtr(film)	ABC 9:30	The Driven Snow - by Les Crutchfield, adapt by Axel Gruenberg; with Bruce Cabot, Kristine Miller, Greta Neil, Tom Avery, William Fawcett, Paul Bryar, Virginia Dale
Martin Kane	NBC 10pm	Bertha Belmore, Robert Emhardt, Vilma Kurer, Ivan Cury
Racket Squad(film)	CBS 10pm	Coon Hunt - with John Harmon, Keith Richards, John Phillips, Glen Langan, Louise Lorimer
Starlight Theater	CBS 8pm	Much Ado About Spring - by Hannah Grad Goodman; with Ernest Truex, Sylvia Field
T-Men In Action	NBC 8:30	The Case Of The Shorn Sheep - by Abe Ginnes; with James Coots, Howard Weirum, Lee Marvin, Jason Johnson, Linda Reid, Chris Gampel

FRIDAY OCTOBER 5

Big Story	NBC 9pm	John Kemps, Butte Montana Daily Post - adapt by Ernest Kinoy; with Herbert S. Nelson, Dorothy Sands, Douglass Parkhirst, Charles Randall, Joseph R. Helgesen, Pitt Herbert, John F. Hamilton
Cavalcade Of Stars	DuM 10pm	Pearl Bailey, Donald Richards, Bill Callahan
Crime With Father	ABC 9pm	Dick Saunders, Kate McComb, Ronald Dawson
Eloise Salutes	DuM 11pm	Vincent Sardi
Front Page Det(film)	DuM 9:30	The Invisible Hand - with Lumsden Hare, William Vedder, Dorothy Vaughn, Pierre Watkin, Maurice Cass, Peter Brocco, Joan Winfield
Man Against Crime	CBS 8:30	Katherine Meskill, Dehl Berti, Ralph Dunn, Adrian Bayan, Suzanne Jackson
Mystery Thtr(film)	ABC 8pm	The Case Of Carrie's Coffin - by Al Martin; with Tom Conway, Robert Shayne, John Eldridge, Pat Wright Edit Angold
Schlitz Playhouse	CBS 9pm	Not A Chance - by Thomas Phipps; with Helen Hayes, David Niven, Edward Andrews, Katherine Squires, Katherine Sergava, Shannon Dean, Julius Bing, Bernie Kates, Hal Alexander, Freddie Wayne, Lois Bolton, Arthur Jarrett, Anne Francine, Harriet MacGibbon, John Boyd, Alfred Hopson, Marcel Rousseau, Anthony Kemble Cooper

[illegible] (Cont'd)

[illegible]	[illegible]	[illegible] Dance by Dreams; with Joseph Anton- [illegible] Dorothy Stevens, Lee Philipp, Joey Walsh, Bobby Sands
[illegible]	[illegible]	[illegible] Dream Of Length - by Henry Marock; with Mark [illegible] Murray, Joyce Marshle, Rita Gan, [illegible] Dolan
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] adapt by [illegible] [illegible] Millar, [illegible] [illegible] Dakota Dale
[illegible]	[illegible]	[illegible] Ivan [illegible]
[illegible]	[illegible]	[illegible] Lawrence Dutner
[illegible]	[illegible]	[illegible] by [illegible] Bobby [illegible]
[illegible]	[illegible]	[illegible] Lee Marvin, [illegible] John- [illegible] Jones, Jim Cooper

[illegible]

[illegible]	[illegible]	[illegible] Daily Post - adapt by [illegible] [illegible] Dickson, Kathryn Murphy, Douglas [illegible] Joseph E. Bigelow, Tyler [illegible] Robert [illegible]
[illegible]	[illegible]	[illegible] Bill Williams
[illegible]	[illegible]	[illegible] Donald Duncan
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible] William Bo- [illegible] Pierre [illegible], Maurice Gear, [illegible] Jean Mitchell
[illegible]	[illegible]	[illegible] Bell Tower, Ralph Dumke, Adrian [illegible] Suzanne [illegible]
[illegible]	[illegible]	The Case Of Jonathan Corbin - by Al Martin; with Tom [illegible] Hopper, Lee Kinsolving, John Eldridge, Pat Wright [illegible] Wendy
[illegible]	[illegible]	[illegible] - by Phoebe Ephron; with Helen Hayes, [illegible] Kathleen Murphy, Kathleen Dunne, [illegible] Julie King, Bernie Kopell, Hal [illegible] Lois Bolton, Arthur Lamarth, Jane [illegible] Alfred Ripperm, Marcel [illegible] Jerry Zaks

[illegible]

IN NEW YORK

FRED ALLEN - AGT: William Morris JU 6-5100

ANDREWS SISTERS from Philadelphia this week - AGT: Wm Morris

MISCHA AUER - AGT: Charles V. Yates MU 7-4256

TALLULAH BANKHEAD - AGT: Bill Joyce, Wm Morris Agcy JU 6-5100

DAVE BARRY comic current "Borscht Capades" avail TV - AGT: Wm Morris

TONY BENNETT singer booked thru MCA, Johnny Greenhut PL 9-7500

HERBERT BERGHOF from Boston this week - AGT: Barna Ostertag, Kroll Agcy PL 7-4250

EDUARDO CIANNELLI - AGT: Sam Jaffe PL 9-6693

JOSE FERRER - CON: CI 7-2641

NINA FOCH returned from coast - AGT: MCA PL 9-7500

JOEY FORMAN - AGT: Matty Rosen PL 7-5135

FLORENCE PAGE & FRANCIS LEE JAQUES authors "As Far As The Yukon" avail TV; book to be publ Oct 17 - CON: R. Herdman, Harper Bros MU 3-1900

WALTER WOLFE KING legit-musicomedy actor avail TV - AGT: Joe McGee Wm Morris JU 6-5100

PHYLLIS KIRK Hollywood actress now in NY AGT: Paul Small MU 7-0606

MARTHA LIPTON Met soprano returned from Europe - AGT: Columbia Artists CI 7-6900

KAREN LINDGREN legit actress avail TV - AGT: Denny Beach, Hoyt Agcy LA 4-0089

THE MACK TRIPLETS singers avail TV - AGT: Nat Debin, Lew & Leslie Grade Ltd, JU 6-4190

JAMES MASON & PAMELA KELLINO from coast late Nov for TV - AGT: Sam Jaffe PL 9-6693

ILONA MASSEY now in NY - AGT: Frances Head, Gibbs Agcy PL 7-5959

RAYMOND MASSEY - AGT: Gibbs Agcy

THOMAS MITCHELL - AGT: Sam Jaffe PL 9-6693

BUTTERFLY McQUEEN avail TV - AGT: Gale Agcy PL 7-7100

IN HOLLYWOOD

LUTHER ADLER - AGT: Nat C. Goldstone CR 6-1071

NIGEL BRUCE - AGT: Wm Morris CR 1-6161

CORINNE CALVET back from Europe - AGT: Harold Rose CR 4-6051

JUDY CANOVA returned from Europe

JANIS CARTER - returned from NYC

YVONNE DE CARLO - AGT: Kurt Frings CR 1-6115

MARJORIE GARRETSON current Biltmore Bowl MGR: Louise Maurada GL 9372

JOHN IRELAND - AGT: Jaffe Agcy CR 6-6121

HAROLD LLOYD returned from Europe

DOROTHY MALONE - AGT: Famous Artists CR 1-5222

HARVEY STONE - AGT: MCA CR 6-2001

IN NEW YORK cont.

RICHARD NEY film actor returned from Europe

DAVID NIVEN - AGT: MCA PL 9-7500

MARILYN NOWELL singer current NBC-TV color programs, avail outside TV - AGT: Nat Debin JU 6-4190

JOHN PAYNE from coast this week - AGT: MCA PL 9-7500

TONI PRAXMAIR'S SINGERS & DANCERS from London late Oct - AGT: Jerry Rosen PL 7-6185

RON RANDELL - AGT: Denny Beach, Hoyt Agcy LA 4-0089

POLLY ROWLES now exlusively rep for TV by Gibbs Agcy, Frances Head PL 7-5959

ROBERT STACK - AGT: MCA PL 9-7500

APRIL STEVENS in NY late Oct for TV

DAWLATH SOLIMAN Egyptian dancer (of King Farouk's court) from London late Oct - AGT: Jerry Rosen

GENEVIEVE WARNER Met soprano back from Europe - AGT: Col. Artists CI 7-6900

JULIE WILSON - AGT: Barron Polan PL 9-4727

ARLEEN WHELAN - AGT: Kay Brown, MCA PL 9-7500

MARIE WILSON from the coast - AGT: Louis Shurr CH 4-8240

LAGERT LOCATOR SERVICE September 25, 1951

IN NEW YORK

[illegible]

IN WASHINGTON

[illegible]

WEEKLY TO REPORT LA-ORIGINATED PROGRAMS

During the next few months, Los Angeles will program an increasing share of network shows--all to be fully reported in our weekly service to subscribers. Already set as the first West-to-East sponsored offering is NBC's Colgate Comedy Hour to be televised at 8pm on WNBT, New York and 5pm on KNBH, Los Angeles. The program kicks off September 30th with Eddie Cantor as star. Later that night Red Skelton debuts on his new Procter & Gamble series with a live pick-up nationally (New York at 10pm and Los Angeles at 7pm). The show henceforth will be seen live in 40 markets and on kinescope in 13 markets. Also penciled in for later starts is the All Star Revue, televised at 8pm Saturdays in the East and 5pm in the West, and the upcoming Dinah Shore twice weekly stanza for Chevrolet. Chesterfield's Bob Hope-Fred Allen-Jerry Lester Show, to be launched October 14, also will be seen live in the East at 7pm.

As of October 11, CBS will switch the Burns & Allen Show from kine to live in the East, but will be forced to use a "hot" kine to beam the program 3 hours later the same evening in Los Angeles over KTSL. Alan Young also soon will be switched to a "live" basis in the East. Frank Sinatra's new variety hour, possibly opposite Berle, after a number of NY originations, will swing to LA. Jack Benny, scheduled for four telecasts, will also come from the coast.

ABC's first program Eastward will be American Vitamin's Frosty Frolics, switching to a live basis (formerly kine) as of Wednesday, Oct 3 at 8pm. The ice follies will emanate from the Pasadena Winter Gardens and will be beamed East at 5pm PST. Three hours later it will be re-televized live and shown on its local outlet, KTLA, the first instance of carrying over radio's re-broadcasting operation to the West Coast. As of Nov 9 or 16, Life with Linkletter, a filmed show, also will enter the national sweepstakes. DuMont's first coast-to-coast telecast will be the East-West All Star Football Game, scheduled for Dec 29. At press time, the West-to-East coast line-up is as follows:

American Broadcasting Co.

	Date	New York	Los Angeles
Frosty Frolics	Wed Oct 3	WJZ-TV, 8-9pm(Live)	KTLA, 8-9pm(Live)
Life With Linkletter	Fri Nov 9 or 16	WJZ-TV,7:30-8pm(Film)	KECA-TV,7:30-8(Film)

DuMont Network

East-West All Star Football	Dec 29	WABD(Time undecided)	KTTV(Time undecided)

Columbia Broadcasting System

Burns & Allen	Thu Oct 11	WCBS-TV,8-8:30pm(Live)	KTSL8-8:30(hot kine)
Alan Young	Thu(indefinite)	" 9-9:30pm(Live)	" Indefinite
Frank Sinatra	Day & Date Indef	" (Live)	" Indefinite
Jack Benny	Sun(indefinite)	" 7:30-8pm(Live)	" Indefinite

National Broadcasting Co.

Colgate Comedy Hr	Sun Sept 30	WNBT,8-9pm(Live)	KNBH, 5-6pm(Live)
Red Skelton	Sun Sept 30	" 10-10:30pm(Live)	" 7-7:30(Live)
Bob Hope	Sun Oct 14	" 7-7:30pm(Live)	" Indefinite
Dinah Shore	Tu-Th late Nov	" 7:30-7:45pm(Live)	" Indefinite

[illegible]

[illegible]

[illegible]

WEST COAST REPERCUSSIONS?

Splicing together the West & East Coasts also may bring about a major upheaval in Los Angeles programming and viewing habits. Formerly, most New York-originated productions, shown on kine a week or two later, have fared badly, rating-wise. Viewer hostility to kinescope and the marked difference in tastes of LA fans have made the city a tough market for a national sponsor with a network show emanating from the East. Vintage film shows and local programs, in most, cases, have far outdistanced the higher budgeted Eastern product. In fact, KTLA, Paramount's independent outlet, has dominated the field and far outstripped the four network affiliates in viewer popularity.

Will that situation continue in the future? Will fans tune in Colgate Comedy Hour & All Star Revue at 5pm in greater number than during kinescoped days when the shows were carried at 8pm? How much of an audience can New York-originated shows such as This Is Show Business, Celebrity Time and Fred Waring pick up at 4:30, 7 & 6pm respectively when they are beamed live to the coast? The next few months should provide the answer. The following schedule indicates the line-up of live and "hot" kine programs to be beamed from New York to Los Angeles (live except where indicated otherwise):

COLUMBIA BROADCASTING SYSTEM

Program	Date	New York(WCBS-TV)	Los Angeles(KTSL)
This Is Show Bsns	Sun Sept 30	7:30-8pm	4:30-5pm
Fred Waring	Sun Sept 30	9-10pm	6-7pm
Celebrity Time	Sun Sept 30	10-10:30pm	7-7:30pm
Doug Edwards CBS News	Mon Oct 1	7:30-7:45pm	8-8:15pm *
Studio One	Mon Oct 1	10-11pm	7-8pm
Lux Video	Mon Oct 1	8-8:30pm	8-8:30pm(hot kine)
Crime Photographer	Thu Oct 4	10:30-11pm	7:30-8pm
Schlitz Playhouse	Fri Oct 5	9-10pm	6-7pm

* This news show will be a live program beamed only to the West Coast.

AMERICAN BROADCASTING CO

		(WJZ-TV)	(KECA-TV
Paul Whiteman Revue	Sun Sept 30	7-7:30pm	4-4:30pm
Celanese Theater	Wed Oct 3	10-11pm	7-8pm
Stop The Music	Thu Nov 1	8-9pm	5-6pm
Whiteman Teen Club	Sat Nov 10	8-9pm	8-9pm

NATIONAL BROADCASTING CO

		(WNBT)	(KNBH)
All Star Revue	Sat Oct 6	8-9pm	5-6pm
Your Show of Shows	Sat Oct 6	9-10:30pm	6-7:30pm
Hit Parade	Sat Oct 6	10:30-11pm	7:30-8pm
Miss Susan	Mon Oct 1	3-3:15pm	12-12:15pm
Bert Parks Show	Mon Oct 1	3:30-4pm	12:30-1pm
Kate Smith Show	Mon Oct 1	4-5pm	1-2pm
Bill Goodwin Show	Tue Oct 2	3:30-4pm	12:30-1pm
Cavalcade of Sports	Fri Oct 5	10-10:45pm	7-7:45pm

DuMONT

No programs scheduled as yet.

WHAT COLOR DEPARTMENTS?

Putting together the West & East Coasts may bring about a major upheaval in the Hollywood production and viewing entities. Currently, most low budget production companies, except on film a week or two later, have based mainly, viewing-wise. Viewer hostility to Hinsecope and the general antipathy in Europe of LA films have made the city a tough market for mainstream movies with a provocative connecting from the East. Viewing film editors and visual programmers, in contrast, have far outdistanced the Hollywood establishment in [illegible]. As [illegible] Paramount's independent outlet, and [illegible] the [illegible] the network affiliates in viewer popularity.

Will that situation continue in the future? Will fans from the Colonies [illegible] Hour & All Nations Theatre at 5pm in Greater [illegible] [illegible] the [illegible] at 8pm? Not [illegible] or [illegible] [illegible] [illegible]

West Coast Productions - Of prime interest to programmers and agency men is the type of product that will emanate from Los Angeles. What will the West Coast have to offer aside from such transplanted programs as Colgate Comedy Hour and the All Star Revue? Can West Coast live producers avoid the ever-climbing high budgets of New York productions? Can they come up with some novel twists in their programming fare? Frosty Frolics (ABC, Wed 8-9pm EST), for example, will be the first attempt to offer a weekly ice revue. Will it and other shows such as Spade Cooley and Ina Ray Hutton (if beamed Eastward) garner high ratings? Chief stumbling block, at present, in bringing such shows to the East and mid-West is lack of program slotting time. However, there is a number of moderate budget, audience-tested offerings that should find ready acceptance when sponsors are able to clear time or drop their present shows for West Coast packages.

CORLISS RINGS THE BELL

A top example of the type of fare available is the situation comedy, Meet Corliss Archer, used as a summer replacement for Alan Young by the Kroger Co. in the mid-West. Shown in 19 markets, the program rang up a 14.3 ARB July rating. Esso, Eastern sponsor of Young, slotted a news show and pulled down a 50% lower rating 7.0. In August, Corliss climbed to a 21.0, a top rating for a summer show. To give the program a New York showcase, CBS screened the program sustaining on alternate weeks over its key station, WCBS-TV.

The brainchild of packager James Saphier, Corliss was shown during the summer on kinescope. Its quality was so good that a number of critics mistakenly referred to it as a "filmed" program. In reality (along with Alan Young and Burns & Allen) it is recorded on 35mm negative and projected with polarity reversed to keep from losing fidelity. Cable stations showed a 35mm print via the network, and non-cable outlets used 16mm positives.

Characteristic of other CBS West Coast TV originations, Corliss is produced by a radio man (Saphier) with a basic radio technique. At least three shows (Corliss, Young and B&A) are presented live before a studio theater audience and shown over the CBS outlet, KTSL. Action in Corliss takes place in one or two days with musical interludes bridged by sprightly cartoons blended in to cover the breaks.

A successful radio show for many years, Corliss employs a number of production people from the AM version. Former film star, Helen Mack, produces; CBS Supervisor Tom McAvity, who used to produce the AM version and other Saphier properties, and the Felix Mills Orchestra are carry-overs. Fred Shields appears in both versions, but Frieda Inescort (Mrs. Archer), Bobby Ellis (Dexter Franklin) and Lugene Sanders (Corliss) confine themselves exclusively to the video version.

Production Details - Currently the program is housed on a stage with two ramps to give a feeling of depth. Three basic sets have been constructed -- the Archer living room, an exterior which opens to make for the interior room of the neighboring Franklins, and a second interior Archer room, changed according to the script, to represent different parts of the Archer house.

As many as five sets are shown during a single program, with added depth simulated by shooting through doorways. Although the show at present is telecast on Tuesday evening over KTSL, work begins the previous Wednesday when a reading session is held. On Thursday, the cast assembles for a four-hour rehearsal. Activity shifts on Friday and Saturday to the rehearsal studio for added preparation and run-throughs. The following Tuesday, the cast spends most of the day prior to air time working before the cameras (CBS charges $275 per hour, NBC gets $350). Running time for the show is 27 minutes and during its summer run commercials were spliced into the kines to round out the half hour.

West Coast Productions - of prime interest to programmers and agency men is the type of product that will emanate from Los Angeles. What will the West Coast have to offer sales from such transplanted programs as Volcano Dorsey Ryan and the All Star Revue? Can West Coast live producers match the ever-climbing high budgets of New York productions? Can they come up with some novel twists in their programming? Ziv's Frosty Profiles (ABC, Wed 8-9pm PST), for example, will be the first at-home Tawl Frosty Profiles (ABC, Wed 8-9pm PST), for example, will be the first attempt to offer a weekly ice revue. Will it and other shows such as Space Cooler and Jim Jay Boston (if beyond Eastward) survive high ratings? Chief stumbling block, of course, in bringing such shows to the East and mid-West is lack of program clearances. In bringing such shows to the East and mid-West is lack of program clearances time. However, there is a number of moderate budget, audience-tested attractions that should find ready acceptance when sponsors are able to clear time or drop their present shows for West Coast packages.

DOWNING FROM THE COAST

A top example of the type of face available in the situation comedy, Meet Corrine Archer, used as a summer replacement for Jack Benny by the agency co. at the mid-Year. Shown in 19 markets, the program runs up a 13.3 Rcd Nielsen rating. Bmcc, Eastern sponsor of Jonny, clicked a pure show and signed Jack a 39-week option in August. Corrine signed to a five-year contract for a number one. In also the program a New York show-case, CBS packaged the program, guaranteeing an attractive vehicle over its key station, WCBS-TV.

The unusually low production issues problem, Corrine was shown during the summer on kinescope. The quality was so good that a number of critics mistakenly assumed it to be a "filmed" program. In reality (along with Jack Benny and Burns & Allen) it is a spontaneous air-time production and was learned with amazing ease from looking film. Corrine rehearsed behind a film script via the sketches, and made quite outlets need large production.

Characteristic of other TV West Coast TV originations, Corrine is pure Hepburn by a radio pen (Carlton) with a basic media technique. At least three shows (Corrine, Jonny and Jack) are presented live before a studio audience and shown over the film station, KCSC. Action in Corrine takes place in one or two sets with minimal interior backdrop by practically everyone blended in to cover the sets.

A successful radio show for many years, Corrine employs a number of star-location people (from the NY version, Jonny [illegible] Allen Mann, producer) and [illegible] [illegible] [illegible]

Credits:

Packager:	James Saphier	Writer:	Jerry Adelman
Producer:	Helen Mack	Art Dir:	Harry Kemm
CBS Super:	Tom McAvity	Music:	Felix Mills Orch.
Director:	Alan Dinehart Jr.	Cartoons:	Richard Moores

(Richard Linkroum and Ralph Levy both subbed during the summer for Dinehart. The trio, all trained in New York, have been doing top work - Alan Young, Burns & Allen also.)

Sponsor: Kroger Stores for the summer in 11 mid-West markets as Alan Young replacement...seen sustaining on originating station, KTSL, Los Angeles...sustaining during summer every other Friday in New York on WCBS-TV...on AM sponsored by The Electric Companies - Sunday CBS 9-9:30pm EST.

Radio vs. TV Version - Putting on both an AM and a TV version requires two strikingly different scripting approaches. TV sharply limits the range of material that can be embodied into the story line. Whereas wild, highly exaggerated situations can be worked into a radio script, humor must be more subtle and life-like to get across a video screen.

West Coast Packager - With more and more programs expected to come from the coast, James Saphier, packager of Corliss, represents the successful radio producer who set up offices in Los Angeles to be near the big film stars. His radio credits include The Saint...Meet Corliss Archer...Jay Stewart's Carnation Party.

In addition to Corliss his TV credits include:
The Shielah Graham Show, which was sponsored on NBC-TV by Max Factor.
The NBC Comics - (cartoon now off the air).
Uncle Mistletoe - Shown in Chicago under sponsorship of Marshall Field. Garners an ARB rating of 20.0 and an audience loyalty from its cross-the-board kid fans that caused more requests for a sight of Uncle Mistletoe than for Santa Claus at Marshall Field last Christmas. Has been shown in the Windy City for two and a half years.

Saphier also represents Bob Hope for radio & TV, Steve Allen, Eileen Wilson(Hit Parade), Gordon Jenkins, Felix Mills, announcers Ken Carpenter & Don Wilson, actors Herbert Marshall & J. Carroll Naish, writer Milt Josephberg and others. He maintains Chicago & New York offices in addition to his Hollywood headquarters. Steve Hatos handles his Windy City TV production and Jules Green represents him in New York.

Corliss On Film - Due to present time clearance bottlenecks, Saphier probably could sell Corliss easier if he converted to film. He prefers the live version in order to have the program play before an audience - 600 see it weekly. He feels Corliss would lose sparkle if transferred to celluloid. He cites Amos & Andy as an example of a filmed show that has been criticized because of its piped-in audience laughter. Saphier also expects TV shortly to be deluged with filmed shows. A live situation comedy should stack up strongly against such competition.

Prior to the opening of coast-to-coast facilities, New York, by dint of its unchallenged position as a programming source, built up an enviable record of accomplishment. However, Los Angeles, no longer stymied by a lack of cable connections with the East, is prepared to challange New York for supremacy. If programs of the calibre of Corliss Archer, Burns & Allen and Alan Young are a barometer of what's to come, New York will have a tough fight on its hands.

[illegible]

[illegible]

Producer: James Dunlop Writers: Jerry Adelman
[illegible]: Helen Ness Art Dir.: Jerry Isom
[illegible]: [illegible] Music: by Felix Mills Orch.
[illegible]: [illegible] Announcer: [illegible] Richard [illegible]

[illegible]

[illegible] Lawrence and Helen [illegible] both worked during the summer for Dunlop. The [illegible] all trained in New York, have been doing top [illegible] Alan Young, Bernie & Allen [illegible] Lawrence, a Julian Lark book author [illegible]

[illegible] TV [illegible] in New York, have [illegible]

[illegible] Dunlop moves more for the summer in Hollywood months as Alan Young replace- [illegible] soon auditioning on celebrating stations KNBC, Los Angeles...auditioning during [illegible] shows observation [illegible] York on [illegible] sponsored by the Electric [illegible] Company [illegible]

[illegible]

[illegible] Dunlop [illegible] working on Lucy on the end a TV version requires two [illegible] additional [illegible] approaches. [illegible] Dunlop [illegible] the range of material [illegible] Dunlop [illegible] Allen [illegible] slightly [illegible] exaggerated [illegible] [illegible] Dunlop [illegible] Young [illegible] be more [illegible] and difficulty to get [illegible] [illegible] about [illegible] [illegible] in a [illegible]

[illegible] time [illegible] radio [illegible] Dunlop [illegible] in [illegible]

[illegible] - Will [illegible] and more programs expected to come from [illegible] [illegible] [illegible]

Ross Reports

October 7-13, 1951
VOL 3 NO 8 SUPPL B

TALENT LOCATOR SERVICE

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A BACKWARD LOOK AT SUMMER PROGRAMMING - THE RATING STORY

YEAR-ROUND SHOWS BEAT OUT REPLACEMENT ENTRIES

When Spring rolls around again next season, an impressive list of statistics will be unveiled to trumpet the value of summertime TV. Strangely enough, however, now that the recent hot-weather months have passed, scant attention is being paid to the programming results.....results which, in many cases, are of value to sponsors, packagers, agency and production executives.

While information is available on sets-in-use (Nielsen claims a summertime drop from 67.9% to 44.1%), very little material has been printed about specific programs - carry-over shows, summer replacements and new entries which debuted during hiatus months. Were sponsors who kept their programs on the air more fortunate than those who telecast inexpensive summer replacements? Were any sponsors able to initiate permanent evening shows by moving in during the less competitive summer period? Did summer TV turn up any programs that were strong enough to continue on a year-round basis? How much did increased receiver circulation compensate for the normally expected drop in viewing?

A special Nielsen survey for ROSS REPORTS provides some insight. A check of evening shows (8-1);30pm) indicates that sponsors who continued to air their regular shows lost an average 6.2% in ratings. Replacement shows, on the other hand, dipped by 13.2% - almost twice as much. Part of the sharper drop in the second group stems from the fact that many of the replacement shows were substituting for such high-budgeted programs as Colgate's Comedy Hour, Your Show of Shows, Ken Murray, Your Hit Parade, and the like. Less expensive substitutes naturally drew smaller audiences.

Programs which stayed on actually picked up new viewers. During the Spring program cycle, according to Nielsen, their average rating was 4.8% less than that of the programs which later took a summer hiatus (31.1% to 26.3%). However, by staying on, they were able to usurp a 2.2% rating leadership over the summer replacement group (20.1% to 17.9%), with an equivalent turnabout appearing in share of audience figures as well. They picked up more TV homes through increased receiver circulation too (see Page 13).

Nielsen Comparative Ratings & Share of Audience Figures (8-10:30pm)

Number		Spring Rating	Share	Summer Rating**	Share
31	Programs which stayed on	26.3%	38.7%	20.1%	44.2%
16	Shows with replacements	31.1%	45.8%	17.9%	40.3%

* March 1st & 2nd reports ** 2nd report for July, 1st for Aug - more - Pg 12

NEW MASTHEADS ARE BEING PRINTED - PLEASE EXCUSE THIS STOPGAP PAPER

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(7)

CBS(Ch2) -- 4:30-5pm; DEBUT; What In The World; from WCAU-TV(Phila) to the net; Sustaining; Producer - Robert A. Forrest WCAU-TV; Dr. Froelich Rainey, director of the University of Pennsylvania Museum, will moderate this program which will have as permanent panelists Dr. Alfred Kidder & Dr. Carlton Coon, both members of the University staff, and a weekly guest, who will identify & discuss rare museum pieces.

5:45-6pm; DEBUT; Hallmark Presents Sarah Churchill; from WCBS-TV to 8 sta plus 4 kine; Sponsor - Hall Bros thru Foote, Cone & Belding; Pkgr - Ted Ashley Assoc & Charles Wick Assoc; Producer - Charles Kebbe CBS; Dir - Joel O'Brien CBS; an informal show in which Miss Churchill chats with friends & acquaintances, with her husband, Antony Beauchamp, appearing on the program from time to time.

NBC(Ch4) -- 1-1:30pm; DEBUT - NBC Television Religious Hour: Frontiers of Faith; from various stations to the net; Sustaining; Produced by NBC in cooperation with the Natl Council of the Churches of Christ in the USA, the Natl Council of Catholic Men & the Jewish Theological Seminary of America; the program will feature preaching & devotional music.

10:30-11pm; NEW TIME; Leave It To The Girls; from WNBT to 9 sta plus 2 kine; program had been seen until last week same day from 7-7:30pm; Sponsor - Regent Cigarettes thru Brooke, S, F & D.

Mon(8)

DuM(Ch5) -- 8:30-9pm; NEW TIME; Johns Hopkins Science Revue; had been seen on Thursdays 8:30-9pm.

Tue(9)

CBS(Ch2) -- 8-9pm; DEBUT; Frank Sinatra Show; from WCBS-TV to the net; Sustaining; Exec Prod - Marlo Lewis CBS; Producer - Max Gordon; Director-Choreographer - Jack Donahue; Scripts - Al Schwartz, Arnold Auerbach, Hugh Wedlock & Howard Snyder; Musical Director - Axel Stordahl; new variety show with name guests; Sinatra was on last season for Bulova Watches on Saturday 9-10pm; Bulova sponsored half-hour segment only.

DuM(Ch5) -- 8:30-9pm; DEBUT; Keep Posted; from WTTG(Wash) to 9 sta; Sponsor - Curtis Publishing(Sat Eve Post, Holiday, Ladies Home Journal) thru BBD&O; Pkgr-Prod - Lawrence E. Spivak & Martha Rountree, who will also moderate; features guests concerned with world affairs & Citizens Panel who will question the guests.

Thu(11)

ABC(Ch7) -- 9-9:30pm; DEBUT; Herb Shriner Time; from WJZ-TV to 13 sta plus 23 kine; Sponsor - Cluett, Peabody(Arrow Shirts, Ties, etc) thru Young & Rubicam; Producer-Director - Ashmead Scott ABC; Assoc Prod - Keith Brown; Scripts - Roy Cammeran, Arthur Stander, Herb Shriner for comedy material; Music - Bernard Green orch; Sets - Romaine Johnson; Costumes Audre; Herb Shriner narrates human interest dramas, enacted by regular actors and introduces the characters to the audience in humorous style.

Additional copies of the recently published ROSS REPORTS ON TELEVISION FILMS are available at 15 E. 47th St. Copies sell for $5 apiece to subscribers & $7.50 to non-subscribers.

LAST WEEK'S NETWORK CHANGES

CBS - New Horizons; DEBUT Oct 6; Sat 10-10:30pm; from WCBS-TV(COLOR) to the net; Sustaining; Produced by CBS-TV; Director - Charles Mortimer WCBS-TV; Ivan Sanderson, as host, will spotlight a different country each week, using films of oddities, animals and natives of each country; continuation of former weekday color show, World Is Yours.

DuM - Date on Broadway; NEW TITLE; Mon thru Fri 7:30-8pm; Bob Haymes replaced Rex Marshall as host of this across-the-board show formerly titled Date With Rex on Oct 1; show presents on film the work of outstanding vocalists & bands, filmed by Snader Telescriptions; Haymes also sings; Dir - Arnold Nocks DuM.

SPONSOR ACTIVITY

ABC - Bristol-Myers thru Doherty, Clifford & Shenfield will sponsor the first quarter-hour of Foodini The Great Sat 11-11:30am, starting Oct 6.

Minute Maid thru Ted Bates will sponsor a new twice-weekly program starring Gayelord Hauser on 33 sta beginning Oct 31; Wed & Fri 1-1:15pm.

Warner-Hudnut(Richard Hudnut Products) thru Kenyon & Eckhardt, will sponsor the 12:45-1pm segment of The Frances Langford-Don Ameche Show(Mon thru Fri) 12n-1pm on Mon, Wed & Fri effective Oct 8 for 52 weeks.

General Mills thru Dancer-Fitzgerald-Sample, has purchased the 12:30-1pm time period on Saturdays for the Betty Crocker Show, a new program beginning Nov 3; show will have live format in contrast to last season's film series.

B.T. Babbitt thru Weintraub drops Two Girls Named Smith after Oct 13 program.

Air Wick thru Weintraub drops I Cover Times Square after the Oct 13 program.

Maidenform Bras thru Weintraub drops Faith Baldwin Theater after Oct 20 show.

CBS - General Mills took an option on the 11:15-11:30am Mon thru Fri strip for program not yet selected.

NBC - Bromo-Seltzer thru BBD&O and Prestone thru William Esty, combined to buy the 45-minute intermission period between the Army-Navy game from Philadelphia and the Notre Dame-Southern California game from Los Angeles on Dec 1; program will feature interviews with coaches and All American player possibilities; Prestone formerly signed for 15-minute after-game series.

NYC LOCAL ACTIVITY

WJZ-TV - The Lorraine Cugat Show; DEBUT Oct 13; Sat 8-9pm; kine at KECA-TV(Hwood); Sponsor - Vitamin Corp of Amer(Rybutol) thru Milton Weinberg Agcy(LA) & Harry B. Cohen(NY); Prod - Hal Fimberg; Dir - Bob Finkel; Lorraine Cugat & her 16-man band, with guest acts.

WNBT - The Eve Hunter Show; DEBUT Oct 11; Mon-Fri 1-2pm; Sponsor - Participations; Prod - Leonard Safir; Dir - John Chapin WNBT; replacing Kathi Norris Show, will have Eve Hunter, San Francisco TV personality & singer, making her NY debut, featuring interviews, commentary & drama.

WOR-TV - Tenpin Stars; DEBUT Oct 7; Sun 11pm-12m; Prod-MC - Al Cirillo; Dir - Mel London; featuring top bowling names in regular matches from Bowlmor Lanes.

Between The Lines; DEBUT Oct 12; Fri 7-7:30pm; Sponsor - Associated Food Stores thru Lester L. Wolff; Prod - Lester "L." Wolff & Charlotte Armstrong; Eugene F. Bannigan, Democratic Assemblyman from King's Country, will be moderator-host with controversial figures in the news as guests.

LAST WEEK'S MOVIE CHANGE

[illegible] - [illegible] (Dot 6) [illegible] (Dot 7) to the [illegible] [illegible] - [illegible] - [illegible] - [illegible] [illegible] [illegible]

WPIX - Swift's Movie Time; 7:15-8:15pm Mon thru Fri; Sponsor - Swift & Co thru J. Walter Thompson; will present vintage feature length films from top studios.

Rate Card #4, effective September 15 increased "A" time from $1200 to $1500 per hour, "B" time from $900 to $1125; sponsors who contracted for time prior to Sept 15 will retain the old rate for 26 weeks, as will advertisers with the station as of the September 15 date.

HOLLYWOOD LOCAL ACTIVITY

KTLA - Altes Beer will drop its sponsorship of the Ina Ray Hutton Show after the Oct 9 show; the brewery continues sponsorship of Tom Hanlon's Merry-Go-Round on KNX, Los Angeles, radio outlet.

KTTV - Search For Girls formerly seen Thur 8-9pm switches to Sun 8:30-9pm; You Asked For It, formerly Thur 9:30-10pm now Sunday 7:30-8pm; new day & time for Southland Farm Fair, formerly seen Saturdays, will be Sunday 3-4pm.

KTSL - Hollywood Opening Night; Fri 10:30-11pm, will show a re-issue of an early series of films made originally for Fireside Theater.

The station's application for change of call letters to KNXT has been approved by the FCC; change will take effect late this month when the new transmitter atop Mt. Wilson begins operation.

Norman H. Sloane, Assistant to the Manager of KECA-TV, has been named coordinator of Television Production Services for ABC's Western Division.

John Baingridge, program director of KFMB, San Diego, has joined the TV staff of the Walter McCreery Advertising Agency.

FILM ACTIVITY

ALLIANCE OF TELEVISION FILM PRODUCERS COMPLETELY ORGANIZED - with the charter now registered in Sacramento, the new organization announced the following as members of the Board of Directors: Maurice Unger(Ziv), President; William F. Broidy, Vice-President; Richard Morley (Primrose), Secretary; Basil Grillo(Bing Crosby Enterp), Treasurer; Armand Schaefer (Flying A Prods), Jack Lacey(Roy Rogers Prods), Jerry Fairbanks, Gil Ralston(Screen Televideo Prods) and Albert Pearlson, General Counsel.

SCREEN GEMS, INC(NY) PLANS "HOLLYWOOD NEWSREEL" - and has started shipment of audition prints to each of 107 TV stations to allow for screenings for prospective sponsors in each area. Series which will be produced by Erman Pessis and directed by Paul Ivano, will be a weekly short including clips of film colony activities and personalities; filming is scheduled to begin in early November.

ABBOTT & COSTELLO TURN DOWN ADMIRAL DEAL - The National Broadcasting Co had been handling the sale of 39 half-hour video films made by Abbott & Costello, for which Admiral offered a sum reportedly over $1,250,000 according to Billboard; the comics presumably felt they could get more money for the series.

DAVID O. SELZNICK CUTTING TOP FILMS FOR VIDEO USE - according to Daily Variety, he is experimenting through cutting "Since You Went Away" and "The Paradine Case" into 15 minute, half-hour and hour segments, so as not to destroy plot value of the films.

[illegible] - [illegible]: [illegible] - [illegible] 6 of [illegible] 6.
[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [

MARCH OF TIME'S "CRUSADE IN THE PACIFIC" NOW IN 42 MARKETS - Welch's Wine will sponsor Crusade over local stations in LA & NY thru Al Paul Lefton Agcy; Miller Breweries has purchased the series for 15 markets, and the Pennsylvania Electric Co has bought 2 cities. Another eighteen advertisers have signed to sponsor the series elsewhere.

ROYAL FIVE PRODUCTIONS IN FINANCIAL JAM - following the collapse of a large financial deal, Arizona Motion Pictures Corp had promised to take over financing for the Calico Kid series, but held off because of the high rate of insurance in Arizona; meanwhile AMP has been told by the California State Labor Commission to pay approximately $1400 owed members of IATSE Photographers Local 659. (DAILY VARIETY)

JOHN J. GLAVIN SWITCHES TO FIVE STAR PRODUCTIONS - formerly production manager for Cinecolor, Glavin joined the TV commercial production firm as general manager where his color film experience will be of benefit when Five Star starts production of planned color blurbs for video.

SCREEN TELEVIDEO PRODS(LA) - started shooting new half-hour untitled dramatic series; Producer - Gil Ralston; Director - Arthur Ripley & Harold Daniels alternate; Camera - Benjamin Kline; Production Manager - Rudy Abel; Story Editor - Bill Kozlenko.

PHIL ROSEN SIGNED TO DIRECT FOR TV - after 40 years in motion pictures, Phil Rosen has been signed by Jerry Fairbanks Prods to direct "The Lonely One" for Front Page Detective.

ALADDIN TV PRODS FIRES DIRECTOR NAMED AS ALLEGED COMMUNIST - although Maurice Murphy, named by the House Un-American Affairs Committe probe, has not had a hearing, he was replaced by Aladdin execs as soon as his name was mentioned; Erle Kenton, director of several Abbott & Costello comedies at U-I, will direct the Kid Magic series which Murphy was to do.

COMMERCIALS PRODUCTION

LEWIS SOUND FILMS(NY)- 4 (60") completed for Amer Safety Razor(ASR Lighters) thru McCann-Erickson for Network Programming; LA with LS.

1 (60") completed for Standard Brands(Royal Desserts) thru Ted Bates); LA with LS; baseball uniformed announcer to be used in connection with World Series.

2 (15") completed for B.F.Goodrich thru BBD&O for Network Programming; LA with LS; coming attractions of Celebrity Time.

PATHESCOPE(NY) - 27 (90") completed for P. Ballentine(Beer & Ale) thru J.W.T. for National Spot Programming; LA with LS; showing famous foreign correspondents for Foreign Intrigue film series.

6 (60") completed for Mellon Natl Bank & Trust Co(Pittsburgh) thru Fuller, Smith & Ross for Local Spot; LA with LS & VO; bank representatives discussing Personal Loans & Savings.

14 (50") completed for Chesebrough(Vaseline Hair Tonic & Cream Hair Tonic & Vaseline Lip Ice) thru McCann-Erickson for Natl Spot; LA with LS; showing "just combed" look.

RKO-PATHE(NY) - 1 (60"), 1 (48") & 1 (30") completed for Prom thru Foote,Cone & Belding(Chi) for Program & Spot Announcements; LA & SA with VO, LS & DR.

[illegible]

[illegible] - [illegible] - [illegible] - [

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY OCTOBER 5
Kate Smith	NBC 4pm	Renault & Rudy(balancing act)
Mohawk Showroom	NBC 7:30	Bill Lawrence
Steve Allen	CBS 12:45	Ginny Powell(S), Billy & Eleanor Byrd(D), Alfonse Loyal(juggler)
We, The People	NBC 8:30	Broderick Crawford, Gen Harry Armstrong, Pilot William Bridgeman(highest flying pilot) Jack Kirkland(insect films), Gil MacDougall

****Other shows on this date were listed in last week's issue.

		SATURDAY OCTOBER 6
All Star Revue	NBC 8pm	Jimmy Durante, MC; with Helen Traubel, Eddie Jackson, Jack Roth, Jules Buffano, The Dassies(acro)
Faye Emerson	CBS 9pm	Salute To Westport - with Lillian Gish, Gladys Swarthout, Eddie Mayehoff, Steve Dohanos(artist), The Honey Dreamers(S)
Ken Murray	CBS 8pm	Gen Lucius Clay, Rudolph Halley, Jackie Robinson, Phil Rizzuto, Broderick Crawford, Thomas Mitchell, Clem Billing & Dogs, Al Mardo & his Bull Dog, Paul Sydell & Spotty the Terrier
Patricia Bowman	CBS 6:45	Beatrice Kraft, Evelyn Wycoff(S)
Show Goes On	CBS 9:30	Talent: Edward Chappel(baritone), Jimmy Kirby(D), Jimmy Rome(trumpet); Robert's Cue: Beth Douglas(S) assisted by Michael Pober(D); Buyers: Ralph Flanagan(orch leader) Sally Benson(author), Emmett Coniff(Casa Marina Hotel, Key West)
Songs For Sale	CBS 10pm	Guest Singers: Joan Edwards, Mel Torme; Judges: Rose Parker, Morey Amsterdam
Your Show Of Shows	NBC 9pm	Kim Hunter, MC
		SUNDAY OCTOBER 7
Author Meets Critics	WNBT 12N	Joe McCarthy, The One-Man Mob - by Oliver Pilot & William Shannon; Pilot & Shannon(for), Ralph Toledano(against)
Celebrity Time	CBS 10pm	Helen Traubel, Raymond Massey
Colgate Comedy Hour	NBC 8pm	Donald O'Connor, MC; with Ed Wynn, Arlene Dahl, Mary Hatcher, Walter Catlett, Doug Foley (FROM HOLLYWOOD)
Fred Waring	CBS 9pm	Rudy Vallee

SUNDAY OCTOBER 7(Cont'd)

Gabby Hayes	NBC 5pm	Christopher Columbus - with Joseph Anthony, Boris Tumarin, Martin Balsam, Ray Julian, John Pelletti, Adia Kuznetzoff, Henry Silva, Francis Perkins
Lamp Unto My Feet	CBS 4pm	To Live In Peace - with Arnold Moss; Guests: Rabbi Nathan A. Prilman, Herman Stichman
Leave It...Girls	NBC 10:30	Broderick Crawford, Dolores Gray, Florence Pritchett Binnie Barnes, Eloise McElhone
Man Of The Week	CBS 5pm	Secty Of Air Thomas K. Finletter, guest; Panel: Benjamin Namm, Robert Wood, Ken Crawford, Walter Cronkite
Meet The Press	NBC 4pm	Henry F. Grady(former Ambassador to Iran), guest; Panel: James Reston, May Craig, Peter Edson, Ned Russell
Paul Whiteman	ABC 7pm	Mimi Benzell
Philco Playhouse	NBC 9pm	Requiem For A Model A - by David Swift; with Edmon Ryan, Mike Lewin, Dortha Duckworth, Rod Steiger, Guy Thomajon, Fred Steward, Dorothy Elder, Jerry O'Loughlin, Harvey Fine, Pauline Hahn, Jonathan Marlowe, Carl Frank
Plainclothesman	DuM 9:30	Model Wife - by Gil Braun; with Henrietta Moore, Anthony Carr, Miriam Stovell, Edith Gresham, Phil Abbott
Rocky King	DuM 9pm	Bottled Secret - by Frank Phares; with Phil Sterling Ernest Borgnine, Joy Geffen, Val Avery
Sarah Churchill	CBS 5:45	Mrs. Eleanore Roosevelt
Star Of The Family	CBS 6:30	Tony Bennett, Peter Donald, Jean Leon Destine(D)
This Is Show Bus.	CBS 7:30	Jean Babillee & Nathalie Phillipart(ballet), Guy Raymond(C), June Hutton(S); Faye Emerson, panelist
Toast Of The Town	CBS 8pm	Roberta Peters, Dick Haymes, Salzburg Marionettes, Allie Reynolds, Phil Rizzuto
Trapped	WOR 10pm	Pretty People - with Dehl Berti, William Remmick, Maurine Matthews, Lynne Merrill

MONDAY OCTOBER 8

Amazing Mr. Malone	ABC 8pm	Requiem In Blue - with Constance Dowling, Wright King, Jack Edwards, Gilbert Mack, John Malcolm, Bram Nossen, Lawrence Ryle, George Petrie
Chronoscope	CBS 11pm	Sir Zafrulla Khan(Pakistan Foreign Minister)
Footlights & Kleig.	WNBT 11:30am	Gabby Hayes
Garry Moore	CBS 1:30	Chaz Chase
Kate Smith	NBC 4pm	Evans Family(S-D), John Butler Dancers

H'wood Screen Test	ABC 7:30	Edward Everett Horton, guest; Wild Oats - with Joan Stanley, William Lanteau
Lights Out	NBC 9pm	Dark Image - by John McGreevey; with Donald Wood, Ann Shepherd, Beatrice Kraft, Leni Stengel
Lucky Strike Theater	NBC 9:30	To Walk The Night - by Irving G. Neiman, from novel by William Sloane; with Geraldine Fitzgerald, John Baragrey, Don Briggs, Viola Roache, Matt Briggs, Alan MacAteer, William Jackson, Frank Rowan, Chuck Callahan
Lux Theater	CBS 8pm	Route 19 - by Joseph Ruscoll from Heat Lightning by Robert F. Carroll; with Dennis O'Keefe, Vanessa Brown, Robert Stack, Norma Winters
Mohawk Showroom	NBC 7:30	Mel Torme
Mr & Mrs Mystery	WOR 7:30	The Case Of The Dangerous Stop-Over - with Russell Gold, Barbara Winchester
Paul Winchell	NBC 8pm	Diane Sinclair & Ken Spaulding(D)
Racket Squad(film)	CBS 9pm	Just A Little Larceny - by Oliver Crawford; with Frank Faylen, Joan Blair, Diane Fawntelle, Chester Clute
Studio One	CBS 10pm	Mighty Like A Rogue - by Day Keene, adapt by Lewis Meltzer; with Tom Ewell, Nita Talbot, Joshua Shelley, Herbert Evers, James Shelton, Crahan Denton, Gerald Milton, Leslie Barrett, Pauline Drake, Phoebe MacKay
Talent Scouts	CBS 8:30	Mary Richards(S), Paul Chapman(S), Sandy, Maureen & King(M), Bob Carroll(banjo solo)
Voice Of Firestone	NBC 8:30	Christopher Lynch

TUESDAY OCTOBER 9

Armstrong Theater	NBC 9:30	The Commandant's Clock - by William Welch; with Ben Cooper, Richard Cleary, Melville Ruick, Woody Morgan, Arthur Hutt, Donald Harris, Philip Rodd
Cosmopolitan Theater	DuM 9pm	Be Just And Fear Not - by Rita Weiman, adapt by David Shaw; with Joseph Schildkraut, June Walker, Leo Penn, Adrian Bayan, Phil Robinson, Gertrude Beach, Herbert Ratner, William A. Lee, Ethel Remey, Tom Reynolds
Crime Syndicated	CBS 9pm	Robert Paige, Frances Fuller & Joey Walsh in a play by Robert Cenedella & Mel Goldberg; Senator Herbert R. O'Connor subs for Rudolph Halley
Danger	CBS 10pm	Sleep And Tell - by Jacqueline Morand & Judith Cohen adapt by Jim West; with Maria Riva, Marc Kramer, Paul Langton, Ann Heggira, Frank Marth, Howard Wendall
Fireside Thtr(film)	NBC 9pm	Doctor Mac - by D.A. Jowitt, adapt by Jowitt & Josef Mischel; with Tom Powers, Emory Parnell, Margaret Field, William Phipps, Byron Foulger, Everett Glass

[illegible]

TUESDAY OCTOBER 9(Cont'd)

Footlights & Kleig.	WNBT 11:30am	Earl Blackwell(Pres, Celebrity Service)
Frank Sinatra	CBS 8pm	Perry Como, Frankie Laine, Andrews Sisters
Garry Moore	CBS 1:30	Russell Lynes(author)
Hands Of Destiny	DuM 10pm	The Easy Mark - by Eric James Martin; with Ronald Alexander, Treva Frazee, Ed Holmes, Violet Holliday, Donald McClelland, Dallas Boyd
Kate Smith	NBC 4pm	Sigmund Rothchild(art collector), Beatrice Kraft,
Keep Posted	DuM 8:30	Guests: Henry Wallace, Sen William Knowland, Nelson T. Johnson; Panel: Dr Walter Jaeger, Dr Harry C. Byrd, Judge Lucy Howerth, Blake Clarke, Col R.T. McDonald, J.W. Ballantine, William S. Culbertson, Paul Porter, Alice Graham Robinson, H. Stuart McDonald, H.S. Seitz
Little Show	NBC 7:30	Jo Sullivan(S)
Steve Allen	CBS 12:45	Nellie Lutcher, Hammond's Birds
Stork Club	CBS 7:45	Bob Sterling, Anne Jeffreys
Suspense	CBS 9:30	High Street - by Victor Wolfson; with Mary Sinclair, Mildred Natwick, Douglas Watson, Eileen Heckart, Alan Tower; balance of cast not set at press time.
Texaco Star Theater	NBC 8pm	Ezio Pinza, Boris Karloff, Constance Moore, Arnold Stang, Nanci Crompton

WEDNESDAY OCTOBER 10

Footlights & Kleig.	WNBT 11:30am	Howard Lindsay
Gallery...Liu-Tsong	DuM 9pm	The Golden Crown - with Louis Sorin, Raoul De Leon, Phil Clarke, Kai Deei, Wiley Hancock, Franklin Fox
Kate Smith	NBC 4pm	Camilla Williams & Conchita Gaston in scenes from Madama Butterfly
Kate Smith(eve)	NBC 8pm	Lew Ayers & Madge Evans in Power Of The Press by Thomas Coley & William Roerick, with John Harvey; Jack Pearl, The Appletons(Apache dancers)
Kraft Theater	NBC 9pm	Seen But Not Heard - by Marie Baumer & Martin Berkley; with Jean Gillespie, Eleanor Wilson, Lawrence Fletcher, Michael Mann, Butch Cavell, Lloyd Bochner, Lauren Gilbert, Phil Carlyle, Stuart MacIntosh, Jim Davidson, Tony Hallaran
Mohawk Showroom	NBC 7:30	Art Lund
Shadow Of A Cloak	DuM 9:30	Without Arms - by George Bellak; with Joe Vitale, Audra Lindley, Arny Freeman, Robert Middleton, Addison Powell, Florence Anguish
Perry Como	CBS 7:45	Mary Mayo(S)

[illegible]

WEDNESDAY OCTOBER 10

The Web	CBS 9:30	Volcano - by Hugh Pentecost; with Alfred Ryder, Oliver Thorndike, Lois Wheeler, Russell Hardie, Flora Campbell, Helen Carew

THURSDAY OCTOBER 11

At Home	ABC 10:30	Lois Hunt
Big Town	CBS 9:30	The Black Room - by Alvin Boretz & Charles Robinson; with John Alexander, Joseph Anthony, Olive Dunbar, John Martin, Fred Catanya, Vincent Barbi, James Bender, Julian Noa
Bigelow Thtr(film)	WABD 10pm	Charming Billy - by George Batson & Donn Harman; with Spring Byington, Mary Anderson, Billy Bakewell, John Hamilton, Isa Ashdown, Annetta Graves
Crime Photographer	CBS 10:30	Torch - by Carol Warner Gluck; with Paul Ford, Peter Hobbs, Pat O'Malley, Adnia Rice, Harry Davis, Ned Wertimer, Evelyn Shay, Doris Roberts
Ellery Queen	DuM 9pm	The Hanging Acrobat - by Gil Braun; with Sono Osato, Kurt Katch, Maurice Manson, Richard Robbins
Eve Hunter	WNBT 1pm	Al Capp, Tex & Jinx McCrary, Diana Lynn
Ford Festival	NBC 9pm	Arthur Treacher, Jan Murray
Herb Shriner	ABC 9pm	Lenka Peterson, Peggy Allenby, Biff McGuire, Eda Heineman, Joseph Sweeney, Paul Huber
Racket Squad(film)	CBS 10pm	The Case Of The Old Flame - by George Bricker; with Elaine Reilly, Clark Howatt, Charles Meredith, Hank Patterson
Steve Allen	CBS 12:45	Mel Torme, Mavis Mims(D)
T-Men In Action	NBC 8:30	The Case Of The Phoney Half - by Abe Ginnes; with Albert Nadler, Paul Langton, Rod Steiger, Ben Shaw, Cy Travers, James O'Rear, Peg Hillias

FRIDAY OCTOBER 12

Big Story	NBC 9pm	Jack Heise Of The Seattle Post Intelligencer - adapt by Abe Ginnes; with Coe G. Norton, Merle Albertson, Virginia Smith, Alfred Sace, Humphrey Davis, Leonard Bell, Sam Bonnell
Cavalcade Of Stars	DuM 10pm	Mel Torme, Lois Hunt
Crime With Father	ABC 9pm	Ruth Manning, Frank Butler, Ted Hecht, Bill Hackett
Eloise Salutes	DuM 11pm	Sheilah Graham
Eve Hunter	WNBT 1pm	Marlon Brando, Wally Cox, Skitch Henderson
Front Page Det(film)	DuM 9:30	Virginia Dale, Raymond Burr, Benny Baker, Griff Barnett, Robert Einer, Paul Livermore

Man Against Crime	CBS 8:30	Robert Emhardt, Isobel Elsom, Wendy Drew, John D. Devereaux, Thomas Poston, Byron Russell
Perry Como	CBS 7:45	Ralph Flanagan, Buddy Morrow
Schlitz Playhouse	CBS 9pm	The Name Is Bellingham - by Charles O'Neill from story by Edson J. Shamhart; with John Payne, Romney Brent, Anthony Ross, Phil Coolidge, John McGovern, Joe De Santis, Guy Thomajon, Ramsay Williams, Sheila Bromley, Kathryn Chang, Peter Chan, Kaie Dee
Tales Of Tomorrow	ABC 9:30	The Crystal Egg - by H.G. Wells, adapt by Mel Goldberg; with Thomas Mitchell, Josephine Brown, Edgar Stehli, Sally Gracie

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TALENT LOCATOR SERVICE October 7, 1951

IN NEW YORK

EDWARD ARNOLD - AGT: Joe McGee, Wm Morris JU 6-5100

LEW AYERS now in NY for TV dates

JOSEPHINE BAKER current Roxy Theater - Press: Curt Weinberg PL 7-3835

WILLIAM BENDIX in town for Movietime USA campaign

VANESSA BROWN now in NYC for TV

JOAN BLONDELL - AGT: Joe McGee, Wm Morris

JOHN CARROLL - AGT: Charles V. Yates MU 7-4256

ROBERT CUMMINGS from Phila late next week for "Faithfully Yours" prem

OLIVE DEERING legit actress avail TV - AGT: Frances Head, Gibbs Agcy PL 7-5959

JIMMY DURANTE - PR: Moore-Dreyfus-Delynn PL 3-6971

LEO GENN from England Nov 1 - AGT: Joe McGee, Wm Morris JU 2-3885

JUDY GARLAND for Palace date Oct 16 - AGT: Abe Lasvogel, Wm Morris

MARGARET KENNEDY author "Lucy Carmichael" avail intvw - CON: Vivian Wolfert, Rinehart MU 3-0170

RAY MILLAND - CON: Mort Nathanson, Paramount Pict BR 9-8700

GORDON MACRAE in NYC for Movietime USA

DANA ANDREWS in NYC for Movietime USA

CHARLTON HESTON - PR: Emmett Davis, Rasponi Assoc TE 8-8171

ALICE PEARCE now in NY, avail TV - AGT: Gus Schirmer WA 9-3874

IN HOLLYWOOD

BETTE BLACK - singer - AGT: (NYC) Miles Ingalls JU 6-3000

SIDNEY BLACKMER in town for "San Francisco Story" at Warner Bros

BARBARA BRITTON - Press: Bernie Kamins HE 1161

JUDY CANOVA returned from Europe

GLORIA DE HAVEN - AGT: Famous Artists CR 1-5222

SALLY FORREST - AGT: Century Artists CR 1-8131

HAROLD LANG & HELEN GALLAGHER current Mocambo

LISA KIRK current Ciro's - AGT: Wm Morris CR 1-6161

DUKE ART & JUNIOR act opening Biltmore Bowl - AGT: (NYC) Jerry Rosen PL 7-6185

DE MATTIAZZI from Las Vegas early Nov for TV - AGT: Larry Gengo, Mercury Artists

MAIA POWERS - AGT: Ben Medford CR 1-7021

MICKEY ROONEY - AGT: Wm Morris CR 1-6161

IRENE RYAN - AGT: Sid Gold CR 1-7149

DINAH SHORE to debut own TV show in Nov - Agt: MCA CR 6-2001

ALEXIS SMITH - returned from NY dates

UTA HAGEN current "St. Joan" - AGT: Lucy Kroll PL 7-4250

GEORGE SANDERS - AGT: Famous Artists

CONSTANCE MOORE - PR: Charles Dreyfus PL 3-6971

TERESA WRIGHT - AGT: Sam Jaffe PL 9-6693

[illegible]

Mr. Antonio Colón — 8:00 8:30 — Puerto Rico, Tuesday Elmer, Week Jerry, Jim [illegible] Hernandez, Tuesday Pedro, Bobby Russell

Peter Lamb — 8:00 7:45 — Baltimore Tiananger, Tuesday Morrow

Wendell Chadwick — 8:00 7:00 — THE DIRECT TELEGRAPH - Or Chester Orwell, Tuesday Mary for Lunch, Sandwich with John Sears, Tuesday Jerry, Lecture Room, Wall Crossing, Zone Allocations for Ex-Ser-vis, Day Thursday, Lecture Military Digital Computer, Wednesday Chase, Sober Chase, Rain Jim

Julian De Jesus — 8:00 9:00 — The Crucible Rum - Ro V.G. Melling, Room Ro Mel Double-bow, also Thursday Tuesday, Computing Room, Elmer Cowell, Daily Drill

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CAMPUS CALENDAR — [illegible]

Monday, [illegible]

TO NOW

TODAY ONLY - Adm: Ice Skating, Ice Sports Jr. 6-5:00

THE ARMY now in NY for 27-days

TOMORROW TUESDAY evening Hour Concert - Kresge Auditorium 8P. 6-8:00

WILLIAM SHAKE is seen for Wednesday TGA Computer

WEEKEND WEATHER now in NYC from NY

TOMORROW - Adm: Ice Hockey, Ice Sports

THE BUSINESS - ATT Crusing V. Tiana 8P. 7-9:30

CLOSED CONCERTS from Tuesday Lecture week Ice "Thousandth Tiana" Jerry

DATING SERVICE Lady Bureau avail 27 - ADM Dressing Room, Citizen Lady 8P. 7-9:00

STUDY ATLANTA - Jim Hoover-Dressing-Room 8P. 7-9:00

THE DEAN from Regional Tom I - ADM: Ice Hockey, Ice Sports 8P 8-9:00

DEAN LEVANS for Bulmer Open Con 3 - ADM: Ice Dressing, Ice Sports

MEMORIAL REMINDS member "Lucy Bureaucracy" avail Library - CCC Civics Wed-ness, Kingsport 8P 9-9:00

DAY VIOLENT - Cont Hunt Bottomsen, Lake-shore Hotel 8P 9-9:00

DOROTHY MORRIS is NYC for Wednesday TGA

DAN ACHESON is NYC for Wednesday TGA

CONFERENCE BUSTON - Jim Bennett Trevis, Ice Pond Agnes 8P 8-9:00

THE SUNDOG now in NY, avail 27 - ADM: Ice Schlitzer 8P 9-9:00

TO TOMORROW

BUSINESS - Adm: Ice (Ice) Bulmer Speaking 8P 6-8:00

SIGNUP PROCEED in line for "Ice Formation Hour" at Kresge Room

ARCTIC SERVICE - Tuesday Tuesday Bulmer 8P 7:00

E.C. ADMIN evaluated Fred Tuesday

CITIZ. OF CHAN - ADM: Phenom Arrives 8P 7-9:00

ADM. FUNDING - ADM: Tuesday Bulmer 8P 8-9:00

SAFETY FIRE & SECTION MANAGEMENT meeting Tuesday

ADM. STAT overall Gravel - ADM: Ice Bulmer 8P 8-9:00

FIRE ADM. & OFFICE ADM: Speaking Bulmer Hall - ADM: (ICC) Gravel Room 8P 8-9:00

ADMINISTRATOR Time Ice Tuesday avail 27 for 27 - ADM: Lucy Gravel, Bulmer Tuesday

ADM. TUESDAY - ADM: Ice Bulmer 8P 8-9:00

ADM. ADMIN - ADM: Ice Bulmer 8P 8-9:00

ADMIN. ADM - ADM: Ice Bulmer 8P 8-9:00

ADMIN. ADM - ADM: Ice Bulmer 8P 8-9:00

ADMIN. ADM - ADM: Ice Bulmer 8P 8-9:00

ADMIN. ADM - ADM: Ice Bulmer 8P 8-9:00

ADMIN. ADM - ADM: Ice Bulmer 8P 8-9:00

THE MOVIE concert "Ice Tuesday" - ADM: Ice Bulmer 8P 7-9:00

MEMORIAL CAMPUS - ADM: Ice Bulmer 8P 7-9:00

MEMORIAL CAMPUS - ADM: Ice Bulmer 8P 7-9:00

MEMORIAL CAMPUS - ADM: Ice Bulmer 8P 7-9:00

DID IT PAY SPONSORS TO STAY ON?

With an awareness that sets-in-use dropped 23.8% during summer evening hours, has it paid certain year-round advertisers to stay on with their regular programs? While many sponsors held on for fear of losing valuable time slottings or station line-ups, a number of year-rounders would have stayed on regardless of the situation, believing their products warrant continuous advertising. Kraft TV Theater pulled down a 23.1 July-August Pulse figure against an April-May rating of 31.2. Although the show dropped 9 points, it retained one of the highest ratings, hitting fifth & fourth places in Pulse Top Ten.

Another year-rounder is Toast Of The Town, which racked up a 28.5 Pulse July-August figure, slightly less than its 29.3 April-May figure. Although its tough competitor, Colgate's Comedy Hour dropped out and sets figures rose from 11,775,000 homes in March to 13,225,000 in August, Toast did not prove a strong draw with those factors taken into consideration. Even a $3,000 budget increase apparently failed to help.

Likewise, Carnation insisted that its high-budgeted winter show, Burns & Allen run a full season, believing its product warranted a strong show all year. Rating-wise, the show slipped somewhat from a 23.6 March Nielsen to a 17.7. However, in the important homes-reached figure, the program retained 2,158,000 of its March 2,512,000 sets tuned in. Again, increased set figures enabled it to hold most of its audience.

Other Carry-Over Programs - A number of other significant items were apparent on shows that maintained their regular productions. Smart slotting of Somerset Maugham Theater, which switched to a half-hour weekly basis when the Lucky Strike Theater, its alternating hour-long program, took a summer hiatus. Maugham carried a July-August Pulse rating of 19.4 against a 21.1 April figure (Not rated in May) which indicated little loss in audience. This is especially good since most shows that held over the summer dropped considerably more in ratings. However, lessened competition must also be considered.

The Godfrey shows held very well although Herb Shriner and Steve Allen filled in for vacationing Godfrey...The same for the Sunday evening quiz show, What's My Line, dropping a scant .2 from 19.2 to 19.0 (with sets figures higher this is an actual audience gain). Other strong holdovers include Philco TV Playhouse, Original Amateur Hour, Big Town, Celebrity Time, Man Against Crime and Lights Out. Again weaker competition must be considered.

Several shows with weak ratings which remained were unable to improve their positions, even with the lessened opposition. The Whiteman TV Revue minus its Ken Murray & Jack Carter winter competition with a Budweiser vintage film show and Saturday Roundup as opposition, reveals only a slight gain, 11.0 to 12.9 Goodyear's Whiteman Revue also dropped from 13.3 to 10.0. The Quiz Kids, one of NBC's weakest links, sagged from 11.0 to 8.9(Recently the network dropped the program and is replacing it with The Goldbergs....DuMont's Cavalcade of Bands, a weak 10.9 in the spring season, made no progress and ended with a 9.8 July-August Pulse rating. The result: Cavalcade was replaced with Cosmopolitan Theater.

NETWORKS MADE SUMMER RIDE ATTRACTIVE

Sponsors were given very attractive deals by the networks. NBC, for example, provided a 10% discount on a 44-week contract. When sponsors agreed to ride for the summer, they collected an extra 2½%, making the summer time charges 18% lower than regular season costs. CBS reportedly absorbed up to 33 1/3% on production costs, in addition to an extra 10% discount on time charges.

[illegible]

[illegible]

[illegible]

ABC provided a 12½% discount for 52-week sponsors. DuMont pacted most of its sponsors to year-round contracts. Therefore, in many cases, sponsors whose shows picked up lower ratings nevertheless came up with attractive buys.

INCREASED SETS-IN-USE HELP MAKE UP FOR LOWER RATINGS

Although ratings dropped, number of sets this summer over last gave many sponsors larger audiences. Toast of the Town recorded a 35.7 Nielsen rating in August '50 with 1,710,000 homes reached. In August '51, the rating dropped to 28.6, but homes reached rose to 2,870,000.

Kraft TV Theater, registered a 24.5 Nielsen rating in August '50 with 1,393,000 sets tuned in. In August '51, the program climbed to 27.1 - a scant 2.6 increase - but homes reached shot up to 2,817,000, more than double the figure, based on higher set circulation.

Significantly, three shows - Lorillard's Original Amateur Hour, Toast of the Town & Kraft TV Theater - checked off Nielsen Top Ten spots in both August '50 & '51. Note the audience gain in each case:

	Nielsen Aug '50	Nielsen Aug '51	Rating Change	Hms Reached Aug '50	Hms Reached Aug '51	Increase
Amateur Hour	25.8	28.5	+2.2	1,119,000	3,335,000	+2,217,000
Kraft TV Theater	24.5	27.1	+2.6	1,136,000	2,817,000	+1,681,000
Toast of the Town	35.7	28.6	-7.1	1,710,000	2,870,000	+1,160,000

SUBSTITUTE SHOWS - NEW SHOWS

Have summer replacement "paid their way" in view of lower production costs and decreased viewing? Can these replacements be justified? A number of programs can be cited in answering Yes. Philip Morris' filmed drama, Racket Squad, rocketed to second place with a 31.4 Nielsen figure. Originally a replacement for Truth or Consequences until a fall show could be decided on, the program far outstripped Truth's 16.4 March Nielsen figure. (Truth, however had Martin Kane as winter competitor; Racket Squad had Freddy Martin as opposition, which might explain part of the reason for the Racket's higher rating)...Fine audience responses were registered by Procter & Gamble's & Westinghouse's summer replacements for Studio One & Fireside Theater. Westinghouse Summer Theater and a live edition of Fireside, both costing considerably less than their winter counterparts, hit sixth & tenth spots with 27.7 & 26.4 respectively in Nielsen's August ratings.

Also worthy of note is the satisfactory showing of Sanka's panel show, It's News to Me, carried into the fall season by General Foods, although originally set as a hasty replacement for the summer fiasco, Who's Whose. (The show, however, may be dropped later in favor of a stronger entry)...The similar success of Colgate's Strike It Rich, a daytime offering that added an evening edition for the summer. Originally set as a filler until a strong fall attraction could be decided on, the program hit a 21.2 August Nielsen rating and stands a good chance of sticking.

NEW SHOWS LAUNCHED IN THE SUMMER

How have summer launchings made out? A number of film shows obviously were justified. Outstanding example of a year-round offering making its debut in the summer was the Blatz' filmed series, Amos 'n' Andy. Carrying the highest production tab ($40,000) for a weekly half-hour show, the program moved into the Top Ten during its first telecasts and shows a 26.9 August Nielsen. The same goes for Racket Squad (see item above)...DuMont's Down You Go, a superior quiz show, won critical plaudits as a sustainer and picked up Old Gold as a fall sponsor. Another effective summer show that will be retained is Minnesota Mining's Juvenile Jury (NBC, Tue 8:30-9pm),

[illegible] provided a [illegible] release for [illegible] dynamics. Covent Garden most of its [illegible] to [illegible]-front [illegible]. Therefore, in this case, producers voices above [illegible] by [illegible] [illegible] [illegible] with [illegible] [illegible].

[illegible] [illegible] [illegible] [illegible] for the [illegible] [illegible]

Although [illegible] [illegible], [illegible] was [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]. [illegible] of the [illegible] [illegible] a [illegible] [illegible] [illegible] [illegible] [illegible]

which has been switched to a Sunday afternoon slotting...Curtis Publishing, sponsoring a second edition of Meet the Press (NBC, Tue 8-8:30pm), supplemented the program's success as a Sunday offering for Revere Copper. Press recorded excellent 13.1 & 12.3 Pulse July & August ratings, especially significant for a program dealing seriously with politics. As a result, the publishing house will sponsor a similar program, Keep Posted, on the same evening over DuMont, slotting the show opposite Milton Berle... Pepsi-Cola apparently is dissatisfied with the summer-launched show, Wonderful Town. Stacked against NBC's weak line-up, the show recorded 15.1 & 14.5 Pulse ratings during July & August. With Your Show of Shows, its winter competitor, off to a strong 41.9 fall start, the Faye Emerson stanza may require a rebuilding campaign or a shift to another time segment.

SUMMER AS A TESTING GROUND FOR NEW SHOWS

Summer's value as a testing ground was proved by Hazel Bishop's sponsorship of The Freddy Martin Show. Originally set for a short fling, Hazel Bishop nailed down a permanent NBC time segment after the program showed its strong viewer appeal... Time shifting failed to help American Safety Razor's The Show Goes On, starring Robert Q. Lewis, which dropped from 23.7 (April) to a Pulse figure of 14.3 (August). NBC's "prestige" offerings failed to click: American Inventory (Sun 8-8:30pm), TV Recital Hall (Sun 8:30-9pm) & the Wednesday evening Heritage Series, moved in as substitute for Four Star Revue, each dropped below 10 in the rating department... CBS failed to improve its 10-11pm Saturday ratings by converting from Sing It Again to Songs for Sale... ABC made no progress with its Thursday evening Don Ameche series. Switching from Holiday Hotel to Musical Playhouse, the show continued its downward toboggan from a 13.0 Pulse April figure to a 9.1 August rating. A new Herb Shriner show will serve as replacement...Ford Festival, replacing Jack Haley with James Melton, continues a weak Thursday evening stanza, with a possibility of the show being shaved to a half hour.

The Role of Hollywood Film - Budweiser & Schlitz offered vintage features to hold time for their expensive evening shows. The former recorded 13.8 & 15.1 figures during July & August; Schlitz registered 13.9 & 15.8 (both shows carry production charges of $30,000 in the regular season). Needless to say, although ratings do not compare with winter figures, neither sponsor could afford to be dissatisfied with the results.

Not to be overlooked are certain shows that were fiascos, which were hastily thrown together due to sponsor indecision until the last moment about staying on. The quick withdrawal of Phil Baker's Who's Whose, the mediocrity of a Go Lucky, etc. ...A tremendous number of panel & quiz shows also cluttered TV screens, giving viewers little to choose from in the way of entertainment. The belief of some agency & network men that "anything goes" as a summer replacement, "just fill up the time and hold it for the fall."

In retrospect, year-round shows generally were able to maintain high ratings due to lessened competition; audiences held quite strongly also based on the higher number of sets in circulation. To a sponsor desiring to hold a time segment, a summer program (either his regular one or a replacement) was a prime necessity. With smaller production budgets and increased time discounts most evening sponsors did all right on TV this past summeer.

OCTOBER 14-20, 1951

VOL. 3 NO. 8 SUPPLEMENT C

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Ross Reports

ON TELEVISION

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(14)

DuM(Ch5) - Game Time: DEBUT; Cleveland Browns Football Games; from various sta to the net; Sponsor - Brewing Corp of Amer(Carling's Red Cap Ale) thru Benton & Bowles and (Carling's Black Label Beer) thru Lang, Fisher & Stashower(Cleve) will co-sponsor with Atlantic Refining thru N.W. Ayer; Bob Neal will give a play-by-play account of the games, & Lou Saban will fill in between-the-halves with statistical information, etc. Oct 14 - Browns vs Washington Redskins(to 9 sta); Oct 21 - vs Pittsburgh Steelers(11 sta); Oct 28 - NY Giants(7 sta); Nov 4 - Chicago Cards(14 sta); Nov 11 - Phila Eagles(11 sta); Nov 18 - NY Giansts(13 sta); Nov 25 - Chi Bears(19 sta); Dec 2 - Chi Cards(8 sta); Dec 9 - Pittsburgh Steelers(13 sta); Dec 16 - Phila Eagles(14 sta).

NBC(Ch4) - 7-7:30pm; DEBUT; Chesterfield Sound-Off Time; from KNBH(Hwood) to the net; Sponsor - Liggett & Myers(Chesterfield) thru Cunningham & Walsh; Bob Hope stars as the first of the alternating comics which will include Jerry Lester & Fred Allen; Lester & Allen will broadcast from WNBT(NY); Hope's guests for the first show will be Dinah Shore, Jerry Colonna and Jack Dempsey.

9-10pm; CHANGE; Television Playhouse; from WNBT to 35 sta plus 15 kine; Goodyear Tire & Rubber thru Y&R, assumes alternate sponsorship of the weekly dramatic series retaining the same production staff; Philco, former weekly sponsor, remains as the alternate.

Mon(15)

ABC(Ch7) - 10:45-11am; HIGHLIGHT; Princess Elizabeth & Duke of Edinburgh; from WXYZ-TV(Detroit) to the net; telecast covering the royal couple's visit to Windsor, Ontario; program will mark the first live telecast emanating outside the United States.

CBS(Ch2) - 5-5:30pm Mon thru Fri; DEBUT; Film Feature Show; from WCBS-TV (COLOR) to the net; Sustaining; using selected color films.

5:30-5:45pm Mon thru Fri; DEBUT; The Whistling Wizard; from WCBS-TV(COLOR) to the net; Sustaining; a fantasy show featuring the Baird Puppet characters seen last season on Snarky Parker CBS-TV.

9-9:30pm; DEBUT; I Love Lucy; from WCBS-TV(on film) to net; Sponsor - Philip Morris thru Biow; Pkgr - Desilu Prods(Hwood); Prod - Jess Oppenheimer; Dir - Marc Daniels; Music - Wilbur Hatch conducts Arnaz's orch; Scripts - Jess Oppenheimer, Madelyn Pugh, Bob Carroll; Lucille Ball & Desi Arnaz star as husband & wife in domestic situations; program replaces the Horace Heidt filmed series.

Wed(17)

ABC(Ch7) - 9:30-10pm; RETURN & CHANGE; The Clock; from WJZ-TV to the net; Sponsor - Rhodes Pharmacal thru O'Neil, Larson & McMahon(Chicago) Pkgr - E.J. Rosenberg & Lawrence White; Prod-Dir-Casting - Wm Spier at Rosenberg & White; well-known psychological suspense series formerly on NBC-TV.

Thu(18)

CBS(Ch2) - 8-8:30pm alt Thu, DEBUT, Garry Moore Evening Show from WCBS-TV to the net; Sponsor - Johnson's Wax Products thru Needham, Louis & Brorby(Chi); Prod - Herb Sanford CBS; Dir - Clarence Schimmel CBS Garry Moore stars, with vocalist Ilene Woods & Ken Carson, Music - Howard Smith Orch; Replaces Starlight Theater for same sponsor.

Sat(20)

ABC(Ch7) - 12:30-1pm; LAST SHOW; Faith Baldwin Theater; from WJZ-TV to the net; Sponsor - Maidenform Bras thru Weintraub drops show after this program; drama alternated with I Cover Times Square (for Air Wick thru Weintraub), which was dropped Oct 13; Two Girls Named Smith 12-12:30pm Sat for B.T. Babbitt thru Weintraub, dropped on October 13.

LAST WEEK'S NETWORK CHANGES

ABC - Carmel Myers Show; NEW TIME; on Oct 11 switched to Thurs 10:45-11pm; had been seen on Tue 7:15-7:30pm; Sustaining.

CBS - Sunday News; DEBUT Oct 7; Sun 5:30-5:45pm; from CBS-TV to the net; Sustaining; Produced by CBS-TV News; Dir - Ted Marvel CBS-TV; Edward P. Morgan commentates news show using motion picture film, stills & occasional guests.

NBC - Rootie Kazootie; DEBUT Oct 13; Sat 12-12:30pm; from WNBT to the net; Sustaining; children's puppet program seen Mon-Fri 6-6:15pm WNBT only adds half-hour weekly network show; Pkgr - Cohen Agcy; Writer-Producer - Steve Carlin.

Here's Looking At You; Mon-Fri 3:15-3:30pm; from WNBT to the net; Sustaining; Daytime beauty series formerly on WNBT only; Dir - Howard Davis; Dick Willis MC's the program.

NEWLY ANNOUNCED NETWORK FUTURES

Oct 28 - Out There; from WCBS-TV to the net; Sun 6-6:30pm; Sustaining; Pkgr - Donald Davis CBS-TV; Prod - John Haggott; Dir - Byron Paul & Andrew McCullogh; new science fiction series dramatizing adventures of earth's men in outer spaces of the world; geared to adults, will use integrated film.

SPONSOR ACTIVITY

GENERAL FOODS - thru Y&R for (Post Cereals) will launch the Roy Rogers film series starting Dec. 30 6:30-7pm over the NBC net; the same evening Rogers will be joined by Bob Hope & other stars for a special live show, 6-6:30pm. Thereafter, Roger's filmed show will be telecast from 6-6:30pm.

GENERAL FOODS - (Swans Down) thru Y&R, will present a new Claudia series to be produced by Carol Irwin, with author Rose Franken actively associated with the property. Claudia & Roy Rogers(see above) will serve as replacements for Hopalong Cassidy; Claudia will be seen Sunday 6:30-7pm on NBC-TV starting January 6.

GENERAL FOODS - (new pie-filler) thru Y&R, will introduce the new product via a special color program on WCBS-TV only Tue Oct 16 4:45-5pm; called Pie In The Sky, the show will mark the first sponsor activity on regular CBS color programming.

SPONSOR ACTIVITY(Continued)

BABBITT & NORGE - alternate week half-hour sponsors of Kate Smith Evening Show (NBC Wed 8-9pm) have devised a method of achieving weekly impact by exchanging plugs; on the Norge segment Babbitt will have one of the three commercials, with Norge having one of the Babbitt spots the following week.

ECKOWARE - thru Earl Ludgin(Chi) picked up the first fifteen-minute segment of the Frank Sinatra Show CBS Tue 8-9pm, marking the program's initial sponsor.

CARTER PRODUCTS - thru Ted Bates & Sullivan, Stauffer, Colwell & Bayles, purchased the 12:30-1pm time slot on ABC Saturdays; no show has been selected as yet.

HUDSON PAPER NAPKINS & J.T. BONOMO - former Duane Jones clients have made new affiliations; Hudson, sponsor of Bride & Groom, CBS-TV, switched to Biow, and Bonomo moved to the Weintraub Agency.

JACOB RUPPERT - thru Biow, will extend its Candid Camera film sponsorship to WTTG-TV(Washington) & WRGB-TV(Schenectady) for 13 weeks. Company already uses the Allen A. Funt film series in New York, Boston & Providence.

INTERNATIONAL LATEX - thru Foote, Cone & Belding, dropped the Saturday morning edition of Fashion Magic on CBS-TV last week, and this week dropped the remaining half-hour of the series on Tuesdays 3:30-4pm.

JOHNS-MANVILLE - thru J. Walter Thompson, will sponsor a dramatic series, as yet untitled, on NBC-TV Sun 3-3:30pm commencing Nov 4; the contract is for 52 weeks.

NYC LOCAL STATION ACTIVITY

WABD - The Kathi Norris Show; Mon-Fri 11am-12noon; DEBUT Oct 7; Sponsor - Participations; after two years on WNBT, Miss Norris returned to DuMont where she originated the Television Shopper program; Pkgr-Prod - Wilbur Stark; Dir - Keith Thomas WABD.

Recipe For Happiness; Thur 1:30-2pm; DEBUT Oct 11; Sponsor - Participations; Producer - Products Service in assoc with DuMont; Director - David Lowe DuM; Allen Prescott stars, assisted by his Girl Friday, Joan; program regulars include Major George Haig, "International Chef" giving recipes, The Tune Timers, songs by Clark Ranger & "The Gadget Man."

The Talent Show; Sat 7-7:30pm; DEBUT Oct 13; Sponsor - Chunky Candy thru Peck Agency; Director - Bill Seaman WABD; Scripts - David Hill; Starring disc jockey Fred Robbins with dancer Pat Adair; uses film clips, records, etc; informal format with songs, dances.

The Ethel Thorsen Show; DEBUT Oct 15; M,Tu,W & F 1:30-1:45pm; Sponsor - Participations; Miss Thorsen, assisted by Herb Polesie, in program designed to keep women abreast of latest international fashions.

WJZ-TV - Latin Carnival; DEBUT Oct 14 Sun 11-11:30pm; Sponsor - Winston TV Stores & Zenith Radio Corp thru Albert Black Assoc; Pkgr-Prod - Albert Black; Dir - Frank di Franco; Jack Kilty will be MC & sing; Noro Morales & 16 piece orch plus 26 singers & dancers will round out the program.

NYC LOCAL STATION ACTIVITY(Continued)

WJZ-TV - Dining Out With Dana; DEBUT Oct 16; alt Tue 7:15-7:30pm; Sponsor - Canada Dry thru J.M. Mathes; Pkgr - Foley & Gordon; Producer - Robin Moore at Foley & Gordon; Robert W. Dana, NY Telegram night-club reviewer, assisted by Beverly Lawrence, will interview the host of a different restaurant or night-club each week in a simulated likeness of the spot; also will have a celebrity guest; Announcer - Ray Morgan.

WNBT - What's Your Problem; DEBUT Oct 16; Mon-Fri 10:30-11am; Sustaining; Prod - Phyllis Adams WNBT; Fannie Hurst & Helen Parkhurst will appear alternate days as regular panelists, with Ben Grauer as moderator, and rotating panel of experts who will answer questions presented by home-viewers several of whom will appear in person.

WOR-TV - The Barbara Welles Show; RETURNED Oct 10; Sponsor - Participations; Prod-Director - Roger Bower WOR-TV; Miss Welles will conduct woman's program seen last year on the same station.

HOLLYWOOD LOCAL STATION ACTIVITY

KTLA - Dixie Showboat; On October 8, program was expanded from forty-five minutes to a full hour when it switched to the 8-9pm time slot on Mondays.

So You Want To Be An Actor; On October 8, expanded from half-hour to forty-five minutes and moved to the 7:15-8pm time slot on Mondays.

KTTV - Children's Church; Sun 1:30-2pm; switched to this time on October 7; Produced in association with KTTV by Albert Lang Prods; Director - Joe Agnello KTTV.

New York — FILM ACTIVITY — Hollywood

FILMCRAFT(LA) - Red Skelton has filmed inserts for the commercial portions of his program, to be used in the mid-spot of the show (Tide is the sponsor) which will give him a chance to make costume changes; inserts are shot at the rate of four-a-day; if the filming proves successful, 50% of the show may be put on film - originally the entire program was to have been filmed.

ROACH STUDIOS MAKING MONEY - thanks to the advent of TV film production in Hollywood, the lot has been reactivated to the point where six series are currently in production; the series include Abbott & Costello, Amos 'n' Andy, Beulah, Trouble With Father, Racket Squad & Mystery Theater; during the war, the lot was leased to the government for service film production and it took $1,500,000, supplied by a loan from the RFC, to get the studio back into shape for regular production use.

WILLIAM VAN PRAAG SAYS NY WILL REMAIN HQ FOR TV COMMERCIALS - in a speech at New York's Dramatic Workshop, the executive producer of Van Praag Productions said that commercial film production has reached a highly specialized stage and has come up with special techniques and qualities as a sales medium - this due to the combined efforts of sponsors, agencies & film producers; for this reason, and because film commercials are as unlike theatrical motion pictures as they are unlike live television, he feels New York can keep its hold on commercials production despite the opening of the micro-wave relay to and from the West Coast.

SKIATRON CLOSED-CIRCUIT TESTS UNDER WAY IN NEW YORK - it was reported that Skiatron is testing the home box-office system and that before the end of the year WOR-TV will request the FCC to permit a 90-day test in the New York area; test, if agreed to, will be similar to the one made in Chicago by Zenith Phonevision several months ago.

CBS USING BLACK & WHITE FOR FILMING SHOWS - although the web has commenced color telecasting and has purchased vintage Hollywood color film. Programming Vice President Harry Ackerman announced that the reason for the black & white filming is because no color film stock has yet been developed to equal the quality of live colorcasts; Amos 'n' Andy, already on TV, I Love Lucy, starting this week, and Our Miss Brooks & Philip Marlowe, now in preparation, are the film series that CBS has on its schedule. The pilot reel for Our Miss Brooks, starring Eve Arden, is scheduled to be made next month with its radio sponsor, Colgate, offered first refusal on the video series; casting for the leads of the Philip Marlowe whodunit is now going on.

FILMCRAFT(LA) - started shooting on Oct 6th the pilot film for Louella Parsons scheduled TV show, as she covered the annual Press Photographer's Ball at Ciro's night club; Producer - Richard Diggs; Director - John Farrow; appearing in the pilot film are Joanne Dru, John Ireland, William Bendix, Jack Benny, Joan Evans, Wanda Hendrix and Robert Arthur; the Hollywood news reporter notified Woodbury-Jergens, her radio sponsor for the past six years, that she wants to end their association in order to find a sponsor for both TV & AM versions of her show; first refusal had been given to Woodbury's which turned down the TV show; ABC-TV will carry the television version of the radio show heard on ABC.

LILLI PALMER SHOW TO BE FILMED - J. Walter Thompson, agency for Pond's, the account which sponsored the fifteen-minute CBS-TV show last season, may decide to spot the film locally, consequently has bought no network time to date; the filming is scheduled to begin November 19 and will be directed by Bruce Andersen of the agency.

MCA SYNDICATION DEPARTMENT - As part of its extended TV activity, MCA will put greater stress on its film syndication department. Herb Jaffe heads the New York department, with Stars Over Hollywood & Kit Carson principal properties to be offered to local advertisers.

CROSLEY STATIONS SLOT LATE HOUR FILM SHOW - Since launching its late-evening (11pm) across-the-board film show, Family Theater, in early October, the three Crosley stations, WLW-T,C,D, have signed seven sponsors including Pontiac, Hazel Bishop & Johnson Electric Co. Crosley slotted "The Story of G.I. Joe" as the initial feature with star Burgess Meredith appearing live. The program pulled 43% of total sets in the 3-city area. Program should provide an enlarged market for Hollywood film product.

BING CROSBY ENTERPRISES(LA) - will produce a new series to be known as Coronet Theater Productions, under which title the firm will film a continuation of the Fireside Theater films which they produced last season & plan to use them with the old Fireside series; at present they are selecting story properties for the series which will go before the cameras within a month.

STERLING FILMS OFFERS U.N.PICS - in observance of United Nations Week, Oct 21-27, the company, which is official distributor for UN TV films, has made available the Price of Peace series, in which thirteen delegates, including Warren Austin, Sir Gladwyn Jebb, Jacob Malik & Carlos Romulo, candidly answer the question "What is the price of peace in our time?"; film is being offered as 2 half-hour or 4 fifteen-minute segments.

LOU SNADER TO FINANCE & DISTRIBUTE FOR ALLEGRO - according to William Lava, president of Allegro, Snader will finance Voyage of the Scarlet Queen & Special File series; (pictures are budgeted at $15,000); production on Queen starts Oct 23, while the second series goes before the cameras on Nov 15; production has shifted from the Goldwyn Studios to Republic.

ASTOR PICTURES(NY) - has acquired rights to six features produced by Hunt Stromberg & originally released by United Artists for theatrical reissue and television showings.

TELEKON PRODUCTIONS FORMED IN DETROIT - for the express purpose of producing film commercials for TV specializing in the musical side of the business. Fred Daye and Don Preston, both Detroit musicians, are the founders of the new organization; Preston, formerly with Jam Handy, is also a musical arranger.

SCREEN TELEVIDEO PRODUCTIONS(LA) - newly formed outfit headed by Gil Ralston, has named Stuart Reynolds as sales representative.

ROBERT KINGSLEY - co-founder of Telenews Productions, resigned to enter the film production field on his own, at the same time to act as cost consultant for firms using films for television. Kingsley had formerly supervised the CBS weekly news show, Your Esso Reporter.

DETROIT SPONSOR BUYS 3 SYNDICATED FILMS - from WJBK-TV - each of the packages were purchased for thirteen weeks thru the Luckoff, Wayburn & Frankel agency in Detroit by the Meyer Jewelry Co; shows are Telenews Weekly and This Week in Sports, both INS-Telenews originations, and Strange Adventure, a CBS syndicated mystery serial.

COMMERCIALS PRODUCTION

CODE: FA - Full anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; LS - Lip synch; VO - Voice Over; M - Music; DR - Direct Recording

FILM GRAPHICS (NY) - 1 (80"), 1 (30") & 1 (20") completed for Eversharp-Schick thru Biow for National Spot; SA & LA with VO.

4 (20") completed for Bulova thru Biow for National Spot; SA & LA with DR & M; announcer & jingle.

JAM HANDY(NY) - 2 (60") just completed for Carr Consolidated(crackers) thru BBD&O for Nat'l Spot; SA & LA with DR & VO.

2 (60") completed for Vicks Cough Syrup thru BBD&O for National Spot; SA & LA with DR.

SCREEN GEMS(NY)- 1 (60") & 4 (20") completed for Wildroot thru BBD&O for National Spot; LA with DR.

1 (90") & 1 (60") completed for Kellogg's Pep thru Kenyon & Eckhardt for National Spot; LA with VO.

VAN PRAAG(NY) - 2 (80"), 2 (60") & 2 (40") completed for Hampden Brews thru Wyatt-Schuebel for Local Programming; LA with LS & M; jingle.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY OCTOBER 12
Steve Allen	CBS 12:45	The Up-To-Dates, Bill McArthur(C), Alex Rotov(D)
Garry Moore	CBS 1:30	Lucille Watson
Kate Smith	NBC 4pm	Speed Kings, Ethel & Albert sketch, Butler group
Mohawk Showroom	NBC 7:30	Stubby Kaye

****Other shows on this date were listed in last week's issue.

		SATURDAY OCTOBER 13
Big Top	CBS 12N	Evelyn Torelli's Pony & Dog Troupe
I Cover Times Square	ABC 12:30	Frances Waller, Michael Sivy, Clem Fowler, Harriet MacGibbon
Patricia Bowman	CBS 6:45	Bill Callahan
Ken Murray	CBS 8pm	Sarah Churchill in playlet by Jean Holloway; Robert Gross(adagio), Larry Griswoll(C)
All Star Revue	NBC 8pm	Danny Thomas, MC; with Kay Starr, Bunny Lewbel, The Hurricanes(adagio), Lola & Lita(jugglers), Milton Berle
Faye Emerson	CBS 9pm	Salute To Baltimore - with Garry Moore, The Ink Spots, Earl Wrightson
Your Show Of Shows	NBC 9pm	Charlton Heston, MC
Show Goes On	CBS 9:30	Talent: Buster Brown(D), Jean Bradley(S), Danny Winchell(S); Robert's Cue: Dorothy Love & Al Craine (D); Buyers: Gus Lesnevich(Al Jolson Night, Carnegie Hall), Frank Shiffrin(Apollo Theater), Anthony Terracciano(Phila. Civic Opera Co.)
Songs For Sale	CBS 10pm	Guest Singers: Peggy Lee, Tennessee Ernie; Judges: Vincent Lopez, Morey Amsterdam, Martin Block
		SUNDAY OCTOBER 14
Author Meets Critics	WNBT 12N	The Intelligent Man's Guide To Women - by Jane Whitbread & Vivian Cadden; Eloise McElhone(for), Jack Barry(against)
Lamp Unto My Feet	CBS 4pm	Eyes That See - by Allan Sloane; with Pat O'Malley, Phillip Hepburn, James Gregory, Nell Clarke; Panel: Walter Reuther, Rev. E.T. Bernthel(Epiphany Lutheran Church, Detroit), Lyman Bryson
Meet The Press	NBC 4pm	Gov. Thomas E. Dewey, guest; Panel: May Craig, Glenn Neville, Leo Egan

SUNDAY OCTOBER 14(Cont'd)

Gabby Hayes	NBC 5pm	Pvt. Charles Morgan - with Charles Nolte, Basil Howes, Paul Anderson, Charles Aidman, Paul Genge, Gordon Sterne
Sarah Churchill	CBS 5:45	Russel Crouse
Star Of The Family	CBS 6:30	Phil Baker, Irene Ryan, June & Martin Barrett
Paul Whiteman	ABC 7pm	Martha Wright
Chesterfield Time (Bob Hope)	NBC 7pm	Dinah Shore, Jerry Colonna, Jack Dempsey (FROM HOLLYWOOD)
This Is Show Bus.	CBS 7:30	Richard Tucker, Bert Wheeler, Gloria Gilbert(D); Arlene Francis, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	Yul Brynner, Michael Bentine(C), Carol Bruce, Bert Howell & Buddy Bowser(C), Annetta Warren(S)
Colgate Comedy Hour	NBC 8pm	Abbott & Costello, MC's; Gale Storm, Phil Regan (FROM NEW YORK)
Fred Waring	CBS 9pm	Barbara Bel Geddes, Barry Nelson
Rocky King (Roscoe Karns)	DuM 9pm	Obits, Please Copy - by Clinton Spooner & Ruth L. Baer; with Stuart Bradley, Lauren Gilbert, Ruth Manning
Goodyear TV Playhouse	NBC 9pm	October Story - by David Swift; with Julie Harris, Leslie Nielsen, Jane Rose, William Lynn, Jackie Scholle
Plainclothesman (Ken Lynch).	DuM 9:30	The Jackpot - with Robert Middleton, Sally Gracie, John Shay, Tommy Nello, Gerald Milton, James Little, Robert Carricart
Celebrity Time	CBS 10pm	Tom Ewell, Peggy Lee
Trapped	WOR 10pm	The Fatal Corner - with Oliver Cliff, Fred Beir, Sylvia Stratton, Ned Cary
Leave It...Girls	NBC 10:30	Mischa Auer, Florence Pritchett, Eva Marie Saint, Binnie Barnes, Eloise McElhone

MONDAY OCTOBER 15

The Egg And I	CBS 12N	Nancy Carroll appears this week only
Steve Allen	CBS 12:45	Kevin O'Sullivan(S), Pierre D'Angelo & Ana(D)
Magic Cottage (Pat Meikle)	WABD 6:30	Midas Pennypinch And The Giant - a 5-episode children's play by Hal Cooper; with Bill Sharon, Arny Freeman
H'wood Screen Test	ABC 7:30	Arthur Treacher, guest; Murder At Five - with Margaret Allworthy, Rhoderick Walker
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	John Andrews

MONDAY OCTOBER 15(Cont'd)

Mr & Mrs Mystery (John & Barbara Gay)	WOR 7:30	The Case Of The Deadly Devil Snake - with Leon Askin, Victor Richards, Ruth Morris
Mr District Attorney (Jay Jostyn)	ABC 8pm	The Case Of The Bindle Boy - with Richard Yorke, Carol Goodner, Phil Sterling
Lux Theater	CBS 8pm	Cafe Ami - by George Bellack; with Robert Preston, Maria Riva, Walter Mathau, Frances Fuller, Rod Steiger, Susan Wayne
Voice Of Firestone	NBC 8:30	Nadine Conner
Lights Out	NBC 9pm	I, Spy! - by Gerry Morrison; with Henry Hull, Dorothy Stickney, Alfreda Wallace, Dale Engle
Somerset Maugham	NBC 9:30	Masquerade - adapt by Russell Beggs; with Bonita Granville, Scott McKay, Tom Halligan, Paula Laurence, Lou Gilbert, Sidney Smith, Wolfe Barzell, Herbert Armstrong, Bernie Grant
Studio One	CBS 10pm	Colonel Judas - by Derwent Davis, adapt by Worthington Miner; with Irja Jensen, Anthony Dawson, Francis Compton, Tom Tyrrell, Lottie Stavisky, Robert Harris, Martin Kosleck, Mike McAloney, Alan Devitt, Howard Ledig, Hiam Winant, Rudulph Watson, Jerry Hackady, Louisa Segal, Paul Andor, Joe Verdi, Harry Landers, Charles Caron, Mary Ellen Verhayden, Fred J. Scollay, Tom Tryon
Who Said That? (Net execpt WNBT)	NBC 10:30	Chester Morris, Binnie Barnes, Igor Gorin

TUESDAY OCTOBER 16

Steve Allen	CBS 12:45	Tennessee Ernie, Mia & Matti(acro)
Garry Moore	CBS 1:30	Dorothy Jarnac
Fashion Magic (Arlene Francis)	CBS 3:30	Hayes Gordon(S), Morgan Fauth(designer)
Dining...With Dana	ABC 7:15	Dorothy Sarnoff, William Reardon(Mgr, Rainbow Room)
Press Conference	WOR 7:30	Joseph T. Sharkey, guest; Panel: Alvin D. Doyle, John Crosson, Murray Snyder, Robert Spivak
Stork Club	CBS 7:45	Brad Kelly(Prince Valiant cartoonist)
Frank Sinatra	CBS 8pm	Jackie Gleason, Anne Jeffreys, Stanton & Luster(D)
Texaco Star Theater (Milton Berle)	NBC 8pm	Mills Brothers, Rosemary Clooney, Tony Bennett
Cosmopolitan Theater	DuM 9pm	Incident In A Blizzard - by Ruth McCoy Harris, adapt by Robert W. Anderson; with Betty Field, John Shay, E.G. Marshall, Joe Fallon, Adele Alice Newton
Fireside Thtr(film)	NBC 9pm	Treasure Of The Heart - by Brenda Weisberg; with Douglas Dick, Ruth Clifford, Mary Castle, William Fawcett, Kathleen Freeman, Gary Lee Jackson, Sam Ogg, L.Bryant

TUESDAY OCTOBER 16(Cont'd)

Suspense	CBS 9:30	The Fifth Dummy - by Mary Orr & Reginald Denham; with Francis L. Sullivan, John Baragrey, Eithne Dunne, Billy Kay, Alexander Clark, Norman Barrs, Maurice Dalmore, Leslie Barrie
Armstrong Theater	NBC 9:30	Lost And Found - by Muffet Peter; with Cara Williams, Chester Stratoon, Lexford Richards, Ann Thomas, Seth Arnold, Frank Mullen, Ann Stillings
Danger	CBS 10pm	Inherit Murder - by Elliot West; with Anthony Ross, Paul Langton, Rita Gam, Bruce Gordon, Fred Scollay, Carmen Costi
Nick Kenny	NBC 11pm	Mary Pickford, Bob Merrill(song writer)
*ADD: Hands Of Destiny	DuM 10pm	The Rubber Ball - by Mel London; with Richard Purdy, Leon Askin, Vilma Kurer, Martin Brandt, Leni Stengel

WEDNESDAY OCTOBER 17

Steve Allen	CBS 12:45	Helen Grayson(S), Lloyd & Susan Willis(D)
Garry Moore	CBS 1:30	Lucille Watson
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Milton Douglas
Perry Como	CBS 7:45	Peggy Lee
Kate Smith(eve)	NBC 8pm	Diana Lynn, Ethel & Albert, Borah Minnevitch
Gallery...Liu-Tsong (Anna May Wong)	DuM 9pm	Message From The Dead - with Roc Rogers, Harold Geary, Vilma Kurer, Ulla Kasanova, Leopold Badia
Kraft Theater	NBC 9pm	Moon Over Mulberry Street - by Nicholas Cosentino; with Tiger Andrews, Dolores Sutton, William Edmunds; balance of cast not set at press time.
The Clock	ABC 9:30	Maurine Holbert, Charles Cooper, Adnia Kutznetzoff, Joe Hardy, Mary Michael, Al Thaler; script by Robert Tallman & William Spier
The Web	CBS 9:30	The House Guests - by Stanley Niss; with Marc Cramer, Lenka Peterson, William Zuckert, Henry Beckman, Al Ramsen
Shadow Of A Cloak	DuM 9:30	The League Of Fear - by Shirl Hendrix; with Walter Brooke, Elsbeth Hoffman, Lawrence Kerr, David Kerman, Delmar Nuetzman
Celanese Theater	ABC 10pm	Susan And God - by Rachel Crothers; with Pamela Brown, Albert Dekker, Helen Craig, Polly Rowles, Edmon Ryan, Elizabeth Johnson, Donald Keyes

THURSDAY OCTOBER 18

Steve Allen	CBS 12:45	Peggy Lee, Jesse James(D)

Garry Moore	CBS 1:30	Virginia Sale
Stork Club	CBS 7:45	Horse Show celebrities
Garry Moore(eve)	CBS 8pm	Margaret O'Brien, James Dunn, Phil Foster
T-Men In Action	NBC 8:30	The Case Of The Careful Swindler - by Max Ehrlich; with Nat Polen, Betty Bendyk, John Boruff, Lawrence Fletcher, William Keene, Hal Currier, Gene Leonard
Alan Young	CBS 9pm	Martha Tilton
Ellery Queen (Lee Bowman)	DuM 9pm	The Gridiron Murder - by Norman Lessing; with Mark Dawson, Howard Smith, Robert Emhardt, Kathleen Crowley, Robert Keith Jr., Rusty Lane
Ford Festival (James Melton)	NBC 9pm	Mischa Auer, Wally Brown
Big Town	CBS 9:30	The Juke Box - by Joseph Ruscoll; with Nancy Coleman, Phil Dixon, Don Dickenson
Bigelow Thtr(film)	WABD 10pm	The Man Who Had Nothing To Lose - by Norman Jacobs; with Porter Hall, Neville Brand, Elisabeth Risdon, Alan Bridge
At Home (Earl Wrightson)	ABC 10:30	Sue Bennett
Crime Photographer	CBS 10:30	The Long Shot - by Ben Radin; with Wright King, Ray Danton, Henry Jones, Peggy Allenby, Jack Klugman, Myron Rubin, William Remick

FRIDAY OCTOBER 19

Steve Allen	CBS 12:45	Betty Riley(S), Derby Wilson
Garry Moore	CBS 1:30	Mitzi Riley
Man Against Crime (Ralph Bellamy)	CBS 8:30	Mary Welch, Bernard J. Nadell, Marta Linden, Don Grusso, Harry Kadison, Walter Thompson, Sanford Bickart
We, The People	NBC 8:30	Helen Jepson, James Melton, Paul Terry(Terry Tunes), Robert Wilson(Scottish songs), Alex Finlay(bagpipe), Will Starr(Scottish mouth music)
Crime With Father (Rusty Lane)	ABC 9pm	The Scissors - by Lawrence Menkin; with Sara Harte, Richard Nielsen
Schlitz Playhouse	CBS 9pm	Never Wave At A WAC - by Fritz Kohner & Fred Brady; with Rosalind Russell, Charles Dingle, Russell Hardie, Betty Lynn, Grant Richards, Jean Casto, Pat Englund, Treva Frazee, Jean Shepherd, Donald Burr, Alan Frank, Hal Hackett, Brooks Dunbar, John Marriott, Sam Banham, Albert Patterson, Millicent McKeene, Lenore Garland, Kay Coulter, Michael Ellis, Kem Dibbs, Lee Pappell, Francois Grimard, Jean Pearson

[illegible]

Big Story	NBC 9pm	Albert Prince, Hartford - adapt by Max Ehrlich; with Blaire Davies, Ray Walker, Haskell Coffin, Lee Grant, Gladys Thornton, Lois Holmes
Front Page Det.(film) (Edmund Lowe)	DuM 9:30	The Deadly Root - with Pamela Duncan, Hal K. Dawson, Rodney Bell, Sara Haden, George Pembroke, Karen Randle
H'wood Opening(film)	CBS 10:30	Girl Or Ghost - by Frank Burt & Robert Libbott; with Gloria Saunders, Herbert Patterson, Jack George, Alice Rolph, Polly Bailey, Leonard Carey
Eloise Salutes	DuM 11pm	Ruby Goldstein

TALENT LOCATOR SERVICE

October 14, 1951

IN NEW YORK

BINNIE BARNES - AGT: Don Campbell MCA PL 9-7500

GINO BECHI baritone returned from South America - AGT: Frank Esternaux, Central Artists CI 5-4682

RAY BOLGER returned from Europe

JOSEPH BULOFF avail TV - AGT: Al Grossman CI 5-8422

LON CHANEY now in NYC - AGT: Jack Lawrence JU 2-3885

ILKA CHASE - AGT: Wm Morris JU 6-5100

ROBERT CUMMINGS from Phila for "Faithfully Yours" premiere

ANN DVORAK now in NYC - AGT: Wm Morris

BETTY FIELD - AGT: Wm Morris JU 6-5100

EMILY FRANKEL & MARK RYDER dancers avail TV - AGT: Hank Leeds, Earl Peed Assoc PL 7-3726

JUDY GARLAND - MGR: Abe Lastfogel, Wm Morris

NELLIE GOLETTE avail outside TV - CON: Lyle K. Engle MU 7-1411

BONITA GRANVILLE - AGT: Gus Schirmer WA 9-3874

JOHN GUNTHER returned from Europe

HUGH GRIFFITH from England Nov 8 - AGT: Joe McGee, Wm Morris JU 6-5100

WALTER HAMPDEN - AGT: Lucille Phillips CI 7-3264

JULIE HARRIS - AGT: Wm Morris

DICK HAYMES - AGT: MCA PL 9-7500

BOB HILLIARD songwriter avail TV - AGT: Hank Leeds, Earl Peed Assoc

JOSEPHINE HULL - CON: Martin Goodman

IN HOLLYWOOD

RICHARD ARLEN - AGT: Herman Bernie CR 5-0117

GLORIA DE HAVEN - AGT: Famous Artists CR 1-5222

DOUGLAS FAIRBANKS - AGT(NYC): Martin Goodman JU 6-1180

CY HOWARD - CONTACT: Hal Wallis Prod'ns HO 9-2411

DANNY KAYE - PRESS(NYC): Buddy Basch MU 7-8351

DOROTHY LAMOUR now booked thru Wm Morris CR 1-6161

PATRICIA NEAL - AGT: MCA CR 6-2001

PAT O'BRIEN - AGT: Jaffe Agcy CR 6-6121

HELEN TRAUBEL - AGT: Columbia Artists MA 6-2327

IN NEW YORK(Cont'd)

HERB JEFFRIES singer returned from Europe AGT: MCA PL 9-7500

MARIA JERITZA returned from Europe

VICTOR JORY back from coast - AGT: Wm Morris

CHANDRA KALY DANCERS returned from Europe AGT: Miles Ingalls JU 6-3000

FRANCES PARKINSON KEYES author returned from Europe

LENORE LONERGAN current "Whistle At Eaton Falls" - AGT: Gus Schirmer

MARGARET O'BRIEN - AGT: Jack Lawrence

GALE STORM - AGT: Milt Goldman, Paul Small MU 7-0606

MICHAEL O'SHEA - AGT: Milt Goldman

OCTOBER 21-27, 1951

VOL. 3 NO. 8 SUPPLEMENT D

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Ross Reports ON TELEVISION

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6087 Sunset Blvd. • Hollywood 28 • HIllside 1100

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(21)

NBC(Ch4) - 7-7:30pm; DEBUT; Chesterfield Sound-Off Time - Jerry Lester; from WNBT to 30 sta plus 13 kine; Sponsor - Liggett-Myers(Chesterfield) thru Cunningham & Walsh; Superv - Douglas Coulter NBC; Producer - Monroe B. Hack NBC; Director - Warren Jacober NBC; Choreographer - Herbert Ross; Musical Dir - Dean Elliott; Scenery by Stewart Chaney; Jerry Lester makes his first appearance as the second of three rotating comedians who appear on the program (Bob Hope & Fred Allen are the others).

Fri(26)

NBC(Ch4) - 10pm-end of bout; HIGHLIGHT; Cavalcade of Sports - Joe Louis vs Rocky Marciano; from WNBT to full net(52 sta); Sponsor - Gillette Safety Razor thru Maxon & 7 TV set manufacturers (Admiral thru Kudner, Crosley thru Benton & Bowles, General Electric thru Young & Rubicam, Motorola thru Ruthrauff & Ryan, Philco thru Hutchins, RCA thru J. Walter Thompson and Sylvania thru Cecil & Presbrey); Jimmy Powers describes fight.

LAST WEEK'S NETWORK CHANGES

ABC - News Gal; DEBUT Oct 20; Sat 12n-12:30pm; from WJZ-TV to the net; Sustaining; Pkgr-Prod - Hal Davis & George Quint with ABC-TV; Director - Cort Steen ABC-TV; Betty Furness stars as a wire service reporter in a new suspense-adventure series; Davis & Quint have written the first two shows; after program of Oct 27, show will switch to night-time spot.

NEWLY ANNOUNCED NETWORK FUTURES

Nov 3 - City Hospital; from WJZ-TV to the net; alt Sat 12:30-1pm; Sponsor - Carter Products(Carters Pills & Nair) thru Ted Bates and (Arrid & Rise) thru SSC&B; Superv - Walter Selden SSC&B; Dir - Cort Steen ABC-TV; Scripts - Julian Funt & Robert Newman; dramatic stories of life in an average metropolitan hospital with a regular cast member to be known as Dr. Barton Crane.

Nov 4 - Jack Benny; 6 Sundays 7:30-8pm; from KTSL-TV(Hwood) to the CBS net; Sponsor-Amer Tobacco(Lucky Strike) thru BBD&O; This Is Show Business, another Amer Tobacco sponsored show will relinquish its time on Nov 4 Dec 16, Jan 27, March 9, April 20 and June 1, for the six Jack Benny comedy shows, all of which will originate in Hollywood.

Nov 11 - Broadway's Best; from WCBS-TV(COLOR) to the net; alt Sun 1:30-2:30pm; Sustaining; Superv - Fred Rickey, in assn with Marlo Lewis, Donald Davis & Martin Ritt CBS-TV; Max Gordon, Leland Hayward, S. Hurok, Richard W. Krakeur, Arthur Lesser, Herman Levin, Otto Preminger, John Shubert & Rudolf Bing will each produce 2 shows for this special color series; first show to be variety program featuring English & Continental performers; to be followed by "Liebelei," second act of "Fledermaus," & "Volpone."

SPONSOR ACTIVITY

BC - HOLLYWOOD CANDY CO - thru Ruthrauff & Ryan, has extended its sponsorship of Hollywood Junior Circus from alt Sat to weekly showings in the 10:30-11am slot.

BS - JAMES LEES & SONS (Carpets by Lees) thru D'Arcy, becomes the first regular sponsor of a network color show, having contracted for M,W,F participations in Mike & Buff(CBS-TV COLOR 10:30-11am Mon thru Fri) effective October 29.

PRESTONE - thru William Esty, purchased first half-hour of Take Another Look (Sun 12:30-1:30pm) football film program for 7 weeks effective October 14.

WARING PRODUCTS CORP(Waring Blendor) thru Hicks & Greist, contracted for 13 weeks of Fri participations in Homemaker's Exchange(4-4:30pm Mon thru Fri).

AMERICAN VITAMIN COMPANY - will drop its current television sponsorship commitments as part of a general reorganization and retrenchment. The network beamed Frosty Frolics & the Lorraine Cugat Show(WJZ-TV on kine) have been cancelled. Spade Cooley & Frosty Frolics telecast on KTLA, Los Angeles, as live shows, will continue on the station, although American Vitamin will drop out.

COLGATE-PALMOLIVE-PEET thru William Esty, will move its daytime Strike It Rich show (CBS M,W,F 11:30am-12n) to NBC after the first of the year; program will be carried in the 3-3:30pm time segment, with status of Miss Susan(NBC 3-3:15pm), also sponsored by C-P-P, undecided.

NARRAGANSETT BREWING CO -an account of The Standish Agency for 46 years, has switched to Cunningham & Walsh, the move to take effect Dec 1 with L.H. Martineau, radio-TV director of Standish also moving to Cunningham & Walsh.

NYC LOCAL STATION ACTIVITY

WABD - Boys Railroad Club; DEBUT Oct 26; Fri 6:45-7pm; Sponsor - A.C. Gilbert thru Chas W. Hoyt; 8 week series of special films made by Transfilm showing youngsters meeting in Gilbert Hall of Science; films will show them running trains and being visited by railroad men who describe the activities of their job and its importance in the railroad picture.

On Oct 26, WABD starts broadcasting from the Empire State Bldg antenna, adding a potential 3 million viewers to the 12 million previously within the stations signal area. The effective power will be 16.7 kilowatts for video and 8.4 kilowatts for audio.

WJZ-TV-John Daly With the World News; DEBUT Oct 22; Mon thru Fri 7-7:15pm; Sponsor - NY Pontiac Dealers thru MacManus, John & Adams; Dir - John Madigan ABC-TV; John Daly, moderator(What's My Line, It's News To Me) will use the UP service together with the ABC facilities to give a complete picture of current news.

Nightcap News; DEBUT Oct 22; Mon thru Fri 11-11:10pm; Sponsor - Brewing Corp of Amer(Carling's Red Cap Ale & Black Label Beer) thru Benton & Bowles; Dorian St. George will do off-camera commentary using the UP-Movietone Service; Supervisor - John Madigan ABC-TV.

HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Straight From The Shoulder; DEBUT Oct 14; Sun 9:30-10pm; Sponsor - Freedom Club of LA thru H.M. Conner & Assoc; Prod - H.M. Conner & Assoc; Dir - Samuel R. Herrick KTTV; new forum program with Dr. James W. Fifield, Jr. moderating.

Cosmopolitan Theater;DEBUT Oct 20; Sat 10-11pm; on delayed kine from WABD(NY) Sponsor - Drugstore TV for Thrifty Drug Stores(LA) thru Product Adv; Pkgr - Louis G. Cowan; Prod-Dir - Sherman Marks at Cowan.

KTTV - Red Ryder; DEBUT Oct 20; Sat 7-8pm; New series of 23 Republic films with Wild Bill Elliott, Bobby Blake & Alice Fleming, will be shown exclusively on KTTV.

Daredevils of the Red Circle; DEBUT Oct 23; Tue 7-7:30pm; First showing of 6 half-hour episodes of serial originally produced by Republic Studios for theatrical distribution. Available for sponsorship.

New York — FILM ACTIVITY — Hollywood

EDWARD SMALL & SOL LESSER FORM DISTRIBUTION & PRODUCTION COMPANY - Two of Hollywood's leading independent producers have set up offices for the production and distribution of films for television, naming George Shupert (see below) as distribution chief and head of activities in the east. Shupert will have a participation in the new company headed by Small & Lesser, who will make available the majority of films they have made as independent producers. Firm will start large-scale production shortly, with Aubrey Schenck as one of their producers.

GEORGE SHUPERT RESIGNS FROM PARAMOUNT TELEVISION PRODUCTIONS - George Shupert, Vice President of Paramount Television Productions and former president of the American Television Society, leaves Paramount on October 22 where he has been associated for the past 11 years; at that time he goes to Hollywood on a business trip, and it is expected that he will then make an announcement concerning his new activities. Prior to joining Paramount Mr. Shupert was in the investment banking business.

FCC OKAYS TELEMETER TEST FOR PARAMOUNT - The FCC granted special permission to Paramount to conduct experimental tests of its subscriber television system over Paramount owned & operated station KTLA-TV(Hwood). As was the case with both Phonevision and Skiatron, the tests may be operated only between midnight and 9am, and only six receivers may be used; also during the tests, visual and aural announcements must be made at intervals stating that the program is a test.

LEON LEVY & MANNY SACHS TO RESIGN FROM OFFICIAL FILMS BOARD - Leon Levy & Manny Sachs, Official Films board members, will resign because of their other current affiliations - Levy being a major shareholder in CBS and Sachs being a vice-president of RCA. With a strong possibility of CBS and RCA(through NBC) being customers of Official, the dual executive tie-up, it was felt, might not be wise under those circumstances.

TELENEWS EXPANDING - Herbert Scheftel, president, has appointed Charles N. Burris, director of sales and advertising, to the post of general manager of the production organization, and William C. Driscoll, director of news and film production for WFIL-TV(Phila), has been appointed editor-in-chief for the syndicated newsreel film department. Fritz Kahlenberg heads the foreign department and Gerlad Weiler will be in charge of the domestic news department; Casey Davidson becomes chief of newsreel production and Sidney Stiber will head the expanded sports department. Ben E. Dwyer, former production manager for Willard Pictures, and recently a film consultant on his own, is the new business manager. Robert W. Schoefield, a former production manager for the March of Time, joins the organization to handle production of shorts, documentary and commercial films.

MONOGRAM TO ENTER TELEVISION FILM FIELD - Steve Broidy, president of Monogram, announced that his company is organizing a unit which will produce films for exclusive television showings. No details on the new unit have been announced.

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BING CROSBY PRODUCTIONS(LA) - Erle Stanley Gardner & Cornwell Jackson of J. Walter Thompson, have arranged for the Crosby outfit to film the Perry Mason series for them; Basil Grillo of Crosby will produce; Bud Kaye, story editor; Harve Foster, Production Manager; Art Seid, Film Editor; Lucien Andriot, Cameraman; Marjorie McKay will be in charge of casting. Irving Vendig, who writes the radio version of the series is a possibility as scripter for the films.

SELZNICK WANTS NATIONAL SPONSORSHIP ONLY FOR HIS FILMS - Davis O. Selznick, who announced several weeks ago that some of his top features ("Since You Went Away," "Rebecca," "The Paradine Case") were to be split up into 15-minute, half-hour and hour segments, has now decided that multiple or local sponsorship might serve to cheapen his product, therefore he wants single sponsors.

NBC-TV COMPLETES PILOT FILM - Liggett & Myers(Chesterfield) thru Cunningham & Walsh, paid the network to make a pilot film entitled "Dragnet" featuring Jack Webb & Bart Yarborough; Homer Canfield directed and the film may be shown on Chesterfield Sound-Off Time(NBC Sun 7-7:30pm).

SCREEN DIRECTORS GUILD - have completed a survey which indicates that 106 of their 325 director members are working in television - 55 in the film end and 51 in the live field; in addition, 34 assistant director members are employed in various capacities in television productions, two functioning as producers with their own companies, six working as associate producers, eight as production managers, and 18 as assistant directors.

SNADER PAYS $103,000 FOR RENTAL OF BRITISH FILMS - In one of the largest single contracts for rental of feature films for television, Reub Kaufman, head of sales and distribution for Snader, and Don Fedderson, general manager of KLAC-TV(Hwood), have acquired a total of 18 films, including fourteen Korda productions which were previously announced. The new films are "Seven Days to Noon," "Facts of Love," "Good Time Girl," and "Forever and a Day."

NEW DICK TRACY SERIES UNDERWAY - Filming on the second series of seven Dick Tracy episodes has started at P.K. Palmer Productions under the supervision of Snader Telescriptions. Palmer recently re-filmed the first six episodes which had been in release before.

COMMERCIALS PRODUCTION

M.P.O.(NY) - 10(90") & 10(60") completed for Ford Motors thru J.Walter Thompson for Net Programming; LA with LS. To be used on James Melton Show.
1 (4') for Lincoln-Mercury thru Kenyon & Eckhardt for Net Programming; LA with VO; Ed Sullivan narrates film made at Metuchen, N.J. plant.
4 (20") completed for Horton's Ice Cream thru Doherty, Clifford & Shenfield for Nat'l Spot; LA with DR.
1 (60")LA & 1 (60")FA completed for Social Security Agency thru Advertising Council for Nat'l Spot.

Murphy-Lillis-(NY) - 1 (60") completed for Arrow Shirts thru Young & Rubicam for Net Programming; SA with DR; for Herb Shriner Show.
1 (5') completed for Firestone(direct) for Net Programming; LA with DR; Harvey Firestone talks on safety for Voice of Firestone 10/22/51.

Screen Gems (NY) - 1 (90") for Budweiser thru D'Arcy for Net Programming; SA & LA with DR & VO; opener billboard for Ken Murray Show.
6 (45") for Coca-Cola thru D'Arcy for Nat'l Spot; LA with VO.

CODE: FA - Full anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY OCTOBER 19
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Don Cherry
Mystery Thtr(film)	ABC 8pm	Three Blind Mice - with Tony Caruso, George Meeker, Keith Richards, Monte Blue, Christine McIntyre, Sam Flint
Twenty Questions (Bill Slater)	DuM 8pm	Melville Cooper
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Lanny Ross, Kitty Kallen, Harold & Lola(D)

****Other shows on this date were listed in last week's issue.

		SATURDAY OCTOBER 20
Big Top (Jack Sterling)	CBS 12N	Larry Thompson(roller skater), Eddie Mennetti(rocking table), Pape & Renee(perch act)
Bob Considine	NBC 5:45	Quentin Reynolds
Patricia Bowman	CBS 6:45	Jane Dudley Folk Dancers, Bob De Voye
American Youth Forum	NBC 7pm	Harold Stassen
Ken Murray	CBS 8pm	Josephine Hull, Bobby Lane & Claire(D), Wayne Morris, Robert Sterling, Mary Malone, Sherman Billingsley
All Star Revue (Martha Raye)	NBC 8pm	Ezio Pinza, Maria Neglia(violinist)
Faye Emerson	CBS 9pm	Salute To San Francisco - with Benay Venuta, Paul Hartman, Tommy Rawls(D)
Your Show Of Shows (Sid Caesar)	NBC 9pm	Geraldine Fitzgerald, MC; Gino Becchi(baritone)
Show Goes On	CBS 9:30	Talent: Kenneth Smith(bass-baritone), Kitty Crawford (S), Teresita Osta(D); Robert's Cue: Billy & Ann(D); Buyers: Sam Levenson(NY Philanthropic League), Tony Vietro(Club La Marquise, NY), George M. Rose(Caruso's Theater Restaurant)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Johnny Desmond, Joan Edwards; Judges: Morey Amsterdam, Jimmy McHugh, Hugh Martin
		SUNDAY OCTOBER 21
Author Meets Critics (Barry Gray)	WNBT 12N	The Lobbyists - by Karl Schriftgiesser; Bruno Shaw (for), Lawrence Fertig(against)
Lamp Unto My Feet	CBS 4pm	The Gift - by Farmer Thompson; with Paul Langton, William Greaves, Milroy Ingram, Van Prince; Guests: Bishop Raymond A. Lane(Maryknoll), Fulton Oursler

Meet The Press (Martha Rountree)	NBC 4pm	Harold Stassen
Gabby Hayes	NBC 5pm	Young Sam Clemens - with Wright King, Louis Veda Quince, James McMahon, Richard Abbott, Alfred Anderson, Charlotte Knight
Star Of The Family (Peter Lind Hayes)	CBS 6:30	Peggy Lee, Wally Brown(C), McCaffrey & Susan(D)
Paul Whiteman	ABC 7pm	Connie Russell
This Is Show Bus.	CBS 7:30	Andy & Della Russell, Gil Lamb, Dorothy Douglas(C); Diana Lynn, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	Constance Bennett, Douglas Fairbanks Jr., Broderick Crawford, Jack Pearl, Cliff Hall, Guy Mitchell, April Stevens, Joan Holloway & Jere McMahon(D)
Colgate Comedy Hour (Jack Carson)	NBC 8pm	Betty Garrett, Robert Alda, The Honey Brothers, Hal March(C), Jack Norton(C), Esther Junger Dancers
Fred Waring	CBS 9pm	Boris Karloff
Rocky King (Roscoe Karns)	DuM 9pm	Over The Counter - by Clinton Spooner & Ruth L. Baer; with Bruno Wick, Jane Hoffman, Harry Landers, Fred Catania
Television Playhouse	NBC 9pm	Marcia Akers - by William Kendall Clarke; with Olive Deering, James Gregory, Kendall Clarke, James Daly, Maxine Stuart, Russell Collins, Francis Compton, Michael Keith,
Plainclothesman (Ken Lynch)	DuM 9:30	The Tragedy Of Brant Cove - with Douglas Chandler, Harry Shephard, William Keene, Mimi Walters, Louis Hollister, Moultri Patten
Celebrity Time	CBS 10pm	Jane Pickens, Robert Cummings
Leave It...Girls	NBC 10:30	Victor Borge, Ilona Massey, Florence Pritchett, Robin Chandler, Eloise McElhone

MONDAY OCTOBER 22

Steve Allen	CBS 12:45	Polly & Her Parrots, Marcy Lutes(S)
Garry Moore	CBS 1:30	Lucille Watson
Kate Smith	NBC 4pm	Benny Fields, Harris & Radcliffe(C), Butler dancers
Magic Cottage (Pat Meikle)	WABD 6:30	Angus MacBagpipe's Pipe Dream - with Lionel Wilson, Al Ramsen
H'wood Screen Test	ABC 7:30	Arlene Francis, guest; Express To Freedom - with Somer Alberg, Jackie Collins
Mohawk Showroom	NBC 7:30	Bob Eberle
Perry Como	CBS 7:45	The Mills Brothers

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MONDAY OCTOBER 22(Cont'd)

Amazing Mr. Malone (Lee Tracy)	ABC 8pm	Where There's A Will - with Frank Pulaski, Martin Brandt, Joyce Randolph, Arthur Walsh, Lewis Charles, Sammy Schwartz
Lux Theater	CBS 8pm	Twinkle In Her Eye - by Bill & Imelda Coleman, from story by Joseph Carroll; with Dick Foran, Diana Lynn, Leora Thatcher, Art Carney, Pat O'Malley
Talent Scouts (Arthur Godfrey)	CBS 8:30	Louis Weertz(pianist), Tommy Shearin(S), Beverly Alleman(soprano), Johnny Savage Quintet(S-M)
Voice Of Firestone	NBC 8:30	Thomas L. Thomas
Lights Out	NBC 9pm	The Deal - by James Blumgarten; with Tom Ewell, Joseph Wiseman, Anne Marno, Martin Gabel
Lucky Strike Theater	NBC 9:30	I Wouldn't Be In Your Shoes - by William Irish, adapt by Richard Morrison; with Vaughan Taylor, Katherine Squire, Harry Townes, Ray Bramley, Jack Arthur, James Mulholland, George Kluge, Ralph Hertz, Harry Worth, Bobby Nick, Boris Aplon, J.H. Kingsberry, Richard Abbott, Grania O'Malley, Charles Mountain, Carl Don
Studio One	CBS 10pm	Macbeth - by William Shakespeare, adapt by Worthington Miner; with Charlton Heston, Judith Evelyn, Darin McGavin, Peter Brandon, Peter Boyne, Noel Leslie, Virginia Mattis, Roy Johnson, Marian Seldes, Don Dickenson, Alan Shayne, Thomas Poston, Vera Mellish, Josephine Brown, Tomi Romer, Michael Jay, Arthur Stenning
Who Said That? (Net except WNBT)	NBC 10:30	Bramwell Fletcher, Joy Hodges, Walter Trohan; Walter Kiernan subs for Robert Trout

TUESDAY OCTOBER 23

Steve Allen	CBS 12:45	Lou Wills Jr., Sharkey the Seal
Kate Smith	NBC 4pm	The Haydens(D), Arthur Lee Simpkins(S), Benn Berry (C), Pamela Brown & Murray Matheson in The Subtle Touch - by Guy De Vry
Mr & Mrs Mystery (John & Barbara Gay)	WOR 7:30	The Case Of The Missing Miss Sorel - with Meg Wylie, Penny Shepard, George MacBryde
Stork Club	CBS 7:45	Ed Flynn
Frank Sinatra	CBS 8pm	Mary McCarty, Jack E. Leonard, Dagmar
Texaco Star Theater (Milton Berle)	NBC 8pm	Georgie Price, Albert Dekker, Eileen Barton, Jerry Bergen
Crime Syndicated (Rudolph Halley)	CBS 9pm	Biff Elliot, Carmen Costi, James Coots, Christine White, Evelyn Ellis
Cosmopolitan Theater	DuM 9pm	Reward, One Million - by Manuel Komroff, adapt by Charles O'Neill; with Beatrice Straight, Dennis Hoey, John Newland, Joseph Anthony, Maurice Shrog, Sarah Floyd, Gilbert Green, Herbert Rudley, Michael Howard

TUESDAY OCTOBER 23(Cont'd)

Fireside Thtr(film)	NBC 9pm	Torture - by Richard G. Hubler; with Ken Harvey, Dabbs Greer, Gary Lee Jackson
Suspense	CBS 9:30	The Train From Czechoslovakia - by Halsted Welles; with Maria Riva, Edgar Stehli, Richard Kiley, John McGovern, Robert H. Harris, Herbert Ratner, Dorothy Sands, Sidney Smith, Ferdi Hoffman, Charles Taylor, Bonnie Sawyer; Guest speakers: Royce G. Martin, Gen. Lucius D. Clay
Armstrong Theater	NBC 9:30	The Long View - by Kay Arthur; with Thomas Mitchell, Mona Bruna, Biff McGuire, David Orrick, John D. Seymour, Leland S. Harris, Joseph Allen Jr.
Danger	CBS 10pm	Final Rejection - by Hedda Rowan & Elizabeth Bullock adapt by Harry Essex; with Ernest Truex, Perry Wilson, Ruth McDevitt, Clark Gordon
Hands Of Destiny	DuM 10pm	Fatal Recess - by John Gay; with Mitchell Agruss, Kitty Cosgriff, Laura Weber, Harry Cooke, Harry Gresham
Nick Kenny	NBC 11pm	William Gargan, Sunny Skylar, Rev. Joseph Collins

WEDNESDAY OCTOBER 24

Steve Allen	CBS 12:45	June Walker(S), Mousie Powell & Musical Maniacs
Barbara Welles	WOR 2:45	Cornelius Vanderbilt Jr.
Kate Smith	NBC 4pm	Buck & Bubbles, Evalyn Tyner, Rev. James Keller
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Snooky Lanson
Kate Smith(eve)	NBC 8pm	Herbert Marshall, Jackie Gleason, Kay Thompson & Williams Brothers
Gallery...Liu-Tsong (Anna May Wong)	DuM 9pm	The Prodigal Son - by William Corcoran; with Billy Kay, Gordon Clark, Ray Mulderick, Gerald Milton, John Farrell, Vincent Barbi, Sandy Bickart
Kraft Theater	NBC 9pm	Interference - by Roland Pertwee & Harold Dearden; with Alfreda Wallace, John Stephen, Bramwell Fletcher, Amelia Corley, William Whitman, Kathleen Cordell, Claude Horton, Louise Prussing, Halliwell Hobbes
The Clock	ABC 9:30	The Silver Frame - by William Spier; with Marc Cramer Reese Taylor, Douglas Rutherford, Joseph Julian, Julius Bing, Lucille Patton, Phil Carter, Lawrence Oliver, Addison Powell
The Web	CBS 9:30	Beyond The Sea Of Death - by Miriam Allen DeFord, adapt by Marie Baumer; with Richard Purdy, Ann Shoemaker, Katherine Bard, Ann Loring, John O'Hare, Jeannette Dowling, Norma Burton, Victor Thorley, John Boruff, Frank Dana
Shadow Of A Cloak	DuM 9:30	The Missing Years - by George Morris; with Walter Mathau, Jack Davis, Natalie Core, William Mendrek

THURSDAY OCTOBER 25

Steve Allen	CBS 12:45	Bill Tabbert, Barber Carroll Trio(M)
Garry Moore	CBS 1:30	Irving Straus(tropical fish expert)
Kate Smith	NBC 4pm	June & Martin Barrett(D), Henry J. Latham
T-Men In Action	NBC 8:30	The Case Of The Deadly Cabbage - by Abe Ginnes; with Bruce Gordon, George Britton, Dennis Harrison, Carol Zeazie, Jack Jason, Paul Ford, Sarah Cunningham
Alan Young	CBS 9pm	Bob Crosby & the original Bobcats, Elvira Allman ("Cobina" of Brenda & Cobina)
Ellery Queen (Lee Bowman)	DuM 9pm	The Coffee House Murder - by Norman Lessing; with Harry Bellaver, Joseph Buloff, John Shellie, Sy Travers, Henry Sharpe
Ford Festival (James Melton)	NBC 9pm	Edward Everett Horton, Larry Griswold(acro)
Big Town (Pat McVey)	CBS 9:30	Fifth Floor - by Joseph Ruscoll & Charles Robinson; with Anthony Ross, Dan Morgan, Peggy Allenby, Si Oakland, Victor Thorley, Florence Anglin
Racket Squad(film)	CBS 10pm	The Perfect Match - with Jonne Jordan, Don Vosper, Edward Ashley, Charles Evans, Rick Vallin
Bigelow Thtr(film)	DuM 10pm	T.K.O. - by Ted Thomas; with Regis Toomey, Richard Jaeckel, Jack Bernardi, John Gallaudet, Natalie Schaefer, Jeffrey Silver, Mary Jane Saunders, Carey Loftin, Sarah Spencer
At Home (Earl Wrightson)	ABC 10:30	Gloria Hamilton
Crime Photographer (Darin McGavin)	CBS 10:30	The Blue Hand - by Alvin Sapinsley; with James Westerfield, Lonny Chapman; balance of cast not set at press time

FRIDAY OCTOBER 26

Steve Allen	CBS 12:45	June Brady(S), The Bernettes(jugglers)
Kate Smith	NBC 4pm	Myron Cohen, Kenny Sharpe(child singer), Johnny Mack(D), John Butler dancers
Perry Como	CBS 7:45	April Stevens
Man Against Crime (Ralph Bellamy)	CBS 8:30	Harold Vermilyea, Klock Ryder, Charles Jordan, Madeleine Sherwood
We, The People	NBC 8:30	Camilla Williams, Eddie Matthews, June McMechin, Ray Brock(reporter), Frank Martin(Ill. Cent. RR)
Crime With Father (Rusty Lane)	ABC 9pm	The Trigger Man - with John Marley, Fred Draper, Mike Howard, Ann Lincoln

Schlitz Playhouse	CBS 9pm	Still Life - by Noel Coward; with Margaret Sullavan, Wendell Corey, Bibi Osterwald, Henry Jones, Ruth Gilbert, Fred Wayne, Isobel Elsom, David White, Humphrey Davis, Tiger Andrews
Big Story	NBC 9pm	Frank McCulloch, Reno Gazette - adapt by Jack Bentkover; with Paul Langton, Helen Harvey, Arny Freeman, Somer Alberg, Peg Hillias, Joseph Downing, Thomas Nello, Jim Boles
Front Page Det(film) (Edmund Lowe)	DuM 9:30	The Lonely One - with George Pembroke, Isabel Withers, Lester Sharpe, Rudy McKool, Donna Martell, Maralou Grey
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Georgia Gibbs, Arthur Lee Simpkins(S), Bob Fosse(D)
Eloise Salutes	DuM 11pm	Arthur Treacher

T A L E N T L O C A T O R S E R V I C E October 21, 1951

IN NEW YORK

MAX BAER to be in NY for 2 wks - AGT: Jerry Rosen PL 7-6185

CHARLES BOYER in NY for "Don Juan" program - AGT: Famous Artists CI 7-6200

CARMEN CAVALLERO in NY for short stay - AGT: MCA PL 9-7500

JOAN CHANDLER - AGT: Wm Morris JU 6-5100

LON CHANEY - AGT: Jack Lawrence JU 2-3885

MARGUERITE CHAPMAN avail TV - AGT: Joe McGee, Wm Morris JU 6-5100

SALLY EILERS - AGT: Louis Shurr CH 4-8240

SIGNE HASSO - AGT: John Gibbs PL 7-5959

CEDRIC HARDWICKE - AGT: Famous Artists CI 7-6200

HAROLD HUBER - AGT: Joe McGee, Wm Morris

CHARLES LAUGHTON - AGT: John Gibbs PL 7-5959

FRANK LIBUSE "The Mad Waiter" avail TV - AGT: Al Grossman CI 5-8422

ROBERT LOWERY & JEAN PARKER from tour late Nov - AGT: Jerry Rosen PL 7-6185

BETTY GARRETT - CON: Louis Mandel PE 6-2138

JAMES MASON & PAMELA KELLINO from coast late Nov - AGT: Sam Jaffe PL 9-6693

LAURITZ MELCHIOR - Press: Betty Smith PL 8-0781

RALPH MORGAN film actor avail TV - AGT: Barna Ostertag, Kroll Agcy

ALICE PEARCE - AGT: Gus SchirmerWA 9-3874

IN HOLLYWOOD

DAN DAILEY - CON: 20th Century-Fox CR 6-2211

CY HOWARD returned from NY

ROBERT MERRILL - MGR(NYC): Moe Gale PL 7-7100

JANE NIGH - AGT: Jack Weiner AgcyCR 6-7081

KEN RENARD Negro actor now in Hwd - CON(NY) NE 8-3244

ROBERT TAYLOR - CON: MGM TE 0-3311

DANNY THOMAS - AGT: Wm Morris CR 1-6161

ARLEEN WHELAN - AGT: MCA CR 6-2001

SHELLEY WINTERS - AGT: Famous Artists CR 1-5222

DONALD WOODS - AGT: George Ullman Agcy CR 4-5238

IN NEW YORK(Cont;d)

JACK PALANCE - AGT: Joe McGee, Wm Morris

PEARL PRIMUS - AGT: Hank Leeds, Earl Peed Assoc PL 7-3726

TONI PRAXMAIR'S KITZBUEHEL singers-dancers from London this week - AGT: Jerry Rosen

JANE ROSE legit actress avail TV - AGT: Barna Ostertag PL 7-4250

ROWENA ROLLINS comedienne avail TV - AGT: Al Grossman CI 5-8422

HOWARD SMITH - AGT: Lucille Phillips CI 7-3264

JIM THORPE avail intvw - CON: Abe Feinberg CO 5-9840

OCT 28 - NOV 3, 1951

VOL. 3 NO. 8 SUPPLEMENT E

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Ross Reports ON TELEVISION

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6087 Sunset Blvd. • Hollywood 28 • HIllside 1100

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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(28)

CBS(Ch2) - 6-6:30pm; DEBUT; Cut There; from WCBS-TV to the net; Sustaining; Pkgr - Donald Davis CBS; Producer - John Haggott CBS; Director - Byron Paul & Andrew McCullogh CBS; new science fiction series dramatizing the fantastic adventures of heroic earth men in the outer solar regions. First program is "The Outer Limit" adapted by Elihu Winer from a Saturday Evening Post story by Graham Doar.

NBC(Ch4) - 7-7:30pm; DEBUT; Sound Off Time - Fred Allen Show; from WNBT to 30 sta plus 13 kine; Sponsor - Liggett-Myers(Chesterfields) thru Cunningham & Walsh; Production Supervisor - Douglas Coulter NBC; Producer - Ezra Stone; Director - Warren Jacober NBC; Writers - George Oppenheimer, Bob Weiskopf, Phil Sharp, Jack Creamer, Eva Wolas and George Moxel; Scenic Designer - Sam Leve; Music Dir - Pete King; Anncr - Dick Stark; Fred Allen makes his first appearance as the third of three rotating comedians on the program (Bob Hope & Jerry Lester are the others).

Wed(31)

ABC(Ch7) - 1-1:15pm Wed & Fri; DEBUT; The Gayelord Hauser Show; from WJZ-TV to 6 sta plus 17 kine; Sponsor - Minute Maid(Frozen Orange Juice) thru Ted Bates; Packager-Producer - Sherman Dryer Productions; Dir - Bob Massell ABC; Gayelord Hauser, nutritionist, author & lecturer interviews celebrity guest who shares Hauser's views on diet.

Thu(1)

NBC(Ch4) - 11pm-12m; HIGHLIGHT; NBC Television Opera Theater - "RSVP"; from WNBT to the net; Sustaining; Prod - Samuel Chotzinoff; Music & Artistic Dir - Peter Herman Adler; Translator, Adaptor, Stager - Dino Yannopoulos; TV Dir - Kirk Browning NBC; Asst Conductor - Herbert Grossman; Sets - Carl Kent; Costumes - Liz Gillelan; This adaptation of Offenbach's "M. Choufleuri" will be the second of the monthly opera presentations.

Sat(3)

ABC(Ch7) - 12n-12:30pm; DEBUT; Betty Crocker Star Time; from WJZ-TV to 16 sta plus 14 kine; Sponsor - General Mills(all products) thru Dancer, Fitzgerald, Sample; Exec Prod - Tom Hicks; Producer-Director - Chas. Powers DFS; Dramatic Adaptations - Norman Iessing, Jacques Press & others; Dram Casting - Nate Beers at Wm Morris (thru Charles Powers DFS); Sets - Fred Stover; Adelaide Hawley will have a leading role in a format which will include a ten-minute dramatic sketch, interviews, and home service features.

CBS(Ch2) - 11-11:30am; DEBUT; The Whistling Wizard; from WCBS-TV to the net; Sustaining; a fantasy show featuring the Baird Puppet characters seen last season on Snarky Parker(CBS-TV); New show had been on CBS COLOR TV from Oct 15-19,5:30-5:45pm.

Sat(3)

CBS(Ch2) - 6:30-6:45pm; DEBUT; News With Morgan; from WCBS-TV to the net; Sustaining; Prod - CBS-TV News; Dir - Ted Marvel CBS; Edward P. Morgan, vet newsman, foreign correspondent & magazine writer will emphasize sports, specially made films, etc., to aid in visualization of news.

6:45-7pm; LAST SHOW; The Patricia Bowman Show; from WCBS-TV to the net; Sponsor - Burkart Mfg(Coach & Four Shoes) thru Winius-Brandon (St. Louis); Prod - Richard Lewine, World-Video; Dir - Herb Hirschman CBS; show dropped by sponsor after thirteen weeks.

NBC(Ch4) - 6:30-7:30pm; HIGHLIGHT; NBC Symphony Orchestra; from WNBT to the net; Sustaining; NBC presents simulcast of the regular AM series which debuts this date with Arturo Toscanini conducting the NBC Symphony; Prod - Don Gillis NBC; TV Dir - Douglas Rodgers NBC; Narrator - Ben Grauer. Program includes Brahms' Symphony No. 1 in C Minor.

LAST WEEK'S NETWORK CHANGES

ABC - Harness Racing; DEBUT Oct 27; Sat 9-11pm(approx); from WJZ-TV(remote) to the net; Sustaining; ABC-TV News & Special Events present 3 weeks of events from the Yonkers, N.Y. Raceway.

CBS - Color Television Programming; LAST SHOWS; Regularly scheduled Color Programming, last telecast of which was October 20, was as follows:

Mike & Buff(M-F 10:30-11am)	The Whistling Wizard(M-F 5:30-5:45pm)
Mel Torme(M-F 4:30-5pm)	New Horizons(Sat 10:30-11am)
Color Films(M-F 5-5:30pm)	Football(Sat approx 2pm)

NBC - Quiz Kids; LAST SHOW Oct 19; Fri 8-8:30pm; from WNBQ(Chi) to 28 sta plus 1 kine; Sponsor - Alka Seltzer thru Wade Agcy(Chi). Special programming will fill time slot until new RCA show makes debut on Nov 15; Quiz Kids will move to a CBS-TV spot at a future date.

NEWLY ANNOUNCED NETWORK FUTURES

Nov 15 - RCA Victor Revue; NBC 8-8:30pm Fri; Sponsor - RCA Victor thru J. Walter Thompson; Ezio Pinza will star in new weekly series which will also feature other permanent artists; format will be comprised of musical dramatizations; Production staff not set at this time.

SPONSOR ACTIVITY

PROCTER & GAMBLE(Tide) thru Benton & Bowles, will sponsor a new program on NBC-TV M, W & F 7:30-7:45pm to be called Those Two. Beginning November 26, the program will star Vivian Blaine & Pinky Lee.

JOHNS MANVILLE thru J. Walter Thompson, will sponsor a new program entitled Fair Meadows, U.S.A., Sun 3-3:30pm; a serialized drama centered around a "typical American family". Program premieres on November 4, on NBC-TV.

LONGINES-WITTNAUER thru V.A. Bennett Agcy will sponsor a special Thanksgiving Day Festival on CBS-TV(full network) Thursday Nov 22 5-6pm; Frank Knight will act as host and Eugene Lowell will direct "The Symphonette" and "The Choraliers".

COCA-COLA BOTTLING CO OF NY thru William Esty, will sponsor a new show on DuMont's WABD entitled Trading Post with Bob Dixon(M-F 6:30-7pm starting Nov 5); Formerly, Bob Dixon was on WCBS-TV, but dropped out when the station slotted a color program as replacement.

TELE VUE (Continued)

Oct(5)

CBS(Chi) - 6:30-6:45pm (CST); [illegible] from WCBS-TV to the net; Sue-zaining; Prod - [illegible] Dir - [illegible] Oct 7; Edward R. Murrow, vet reporter, journeys downstream & upstream with little engine, ice sports, [illegible] made films, etc., to aid in clarification of news.

6:45-7pm (CST) - [illegible] from WCBS-TV to the net; [illegible] Prod - [illegible] Dir - [illegible] Oct 7; [illegible] (Sh. Lopin) Prod - [illegible] Dir - [illegible] (Sh. Lopin) Prod - [illegible] Dir - [illegible] and CBS) [illegible] by sponsor other [illegible].

NBC(Chi) - 6:30-7:15pm (CST) - [illegible] from WNBT to the net; [illegible] Oct 7; [illegible] which means this date with [illegible] coinciding the NBC [illegible]; Prod - Don Gillis [illegible]; Dir - [illegible]; Narrator - Pen Gender. Program includes [illegible] operation [illegible] 3 [illegible].

LAST WEEK'S NETWORK [illegible]

ABC - Program Ending: LAST Oct 27; Set Change (Remote): from WLW-D (remote) to the net; [illegible]; ABC-TV News & Special Events [illegible] 3 weeks of [illegible] from the [illegible], N.Y. [illegible].

CBS - Color Television Programming: LAST [illegible]; Regularly scheduled Color Programming [illegible] of which [illegible] (October 20) [illegible] as follows:

[illegible] (M-F 10:30-10:45am)
[illegible] (M-F 4:30-5pm)
[illegible] (M-F 5-[illegible])

[illegible] (M-F [illegible]:30-3:45pm)
[illegible] (Sat [illegible]:30-[illegible])
[illegible] (Sun [illegible]pm)

NBC - Color Film: LAST [illegible] Oct [illegible] from WNBC(Chi) to 25 sta plus 1 Kine; Sponsor - Alka Seltzer Corp via [illegible] Agy (Chi); Special programming with [illegible] time slot until [illegible] NBC show [illegible] Nov 1); Split Film will move to a [illegible] or 1) [illegible] at a future date.

[illegible]

Nov 15 - Film Vision Revue: [illegible] Corporation's [illegible] Vision Film & Walter Thompson; Daily Mirror will also [illegible] new weekly series which will also feature other permanent entities; Format will be composed of [illegible] presentations; Production staff not set at this time.

[illegible]

MOONEY & CARTER(Film) [illegible] Mooney & Carter will open on a new program on WOR-TV M, W & F 4:30-7:15pm to be called Moon Inc. Beginning November 26, the program will [illegible] Mooney & Fanny [illegible].

JOHN MARTIN [illegible] J. Martin (Dumont), will operate a new program entitled Bull [illegible] U.S.A., Sun 3-3:30pm a dramatized drama [illegible] around a "typical American family". Program premieres on November 4, on WOR-TV.

LOCKHEED-VITAPHONE [illegible] T.A. Department Army will sponsor a special Thanksgiving Day [illegible] (Sat 11:30-12:30) network. Program for [illegible] will act as [illegible] and Eugene Tunnell will direct "The [illegible] Ambassadors" and "The [illegible]".

TOBACCO SOUTHING [illegible] Tobacco Corp., Winston-Salem, will sponsor a new show on Dumont's [illegible] entitled Trading Post with Ted Brown (?) [illegible] the Pete Roberts, Bob [illegible] was on WOR-TV, but dropped out when the [illegible] dropped. Brown as replacement.

SPONSOR ACTIVITY

NYC LOCAL STATION ACTIVITY

WJZ-TV - Crusade in the Pacific; DEBUT Oct 30; Tue 10-10:30pm; Sponsor - Welch's Wine thru Al Paul Lefton; Prod - Arthur Tourtellot for March of Time; Writer - Fred Feldkamp; Warren Austin, US Representative to the UN, will introduce the series which starts off with "The Pacific in Eruption," the first of a series of 26 films which includes film records of World War II, MacArthur, Yosuke Matsuoka, Admiral Nimitz, "Vinegar Joe" Stilwell and Jacob Malik; also includes official Army, Navy, Marine Corps, Coast Guard and Air Force records, as well as captured enemy film, most of which has never been shown to the public before.

WPIX - Leave It To Papa; RETURN Oct 27; Fri 9-9:30pm; Sponsor - Torino Foods thru Carlo Vinti Agency; Packager-Producer-Writer - Nicholas Cosentino; Director-Al Hartigan WPIX; Asst Dir - Freddie Bartholomew WPIX; Stars Frank Puglia & Mabel Taliaferro in a family dramatic series.

WABD - Sunday Matinee; Sun 4-6pm; Best Foods (H.O. Quick Oats, H.O. Cream Farina & Presto Self-Rising Cake Flour) thru Benton & Bowles has purchased the feature film show, and will sponsor it effective Oct 28 for thirty-nine weeks. First on the schedule is "One of Our Aircraft is Missing," starring Godfrey Tearle, Eric Portman & Joyce Redman. Rex Marshall will be master of ceremonies for the series which will present a varied selection of American & English films.

HOLLYWOOD LOCAL STATION ACTIVITY

KLAC - Gaines Little Theater; Fri 11:15pm; Sponsor - General Foods(Gaines Dog Foods) thru Benton & Bowles; New series filmed by TeeVee Productions, each film containing two five-minute original vignettes; Exec Prod - Marc Frederic; Prod - Sherman Harris; Director - Dick Irving.

KNBH - Boston Blackie; Fri 10-10:30pm; Sponsor - Louis Milani Foods thru Marketers, Inc(Ewood); Sponsor will present a series of 13 films produced by Ziv Transcriptions & directed by Paul Landres & Eddie Davis. Series stars Kent Taylor in the title role with Lois Collier & Frank Orth also listed as cast members.

KNXT(formerly KTSL) - CBS' Los Angeles Television station, on Sunday, Oct 28, marks the move of its transmitter to Mount Wilson and the change of its call letters from KTSL to KNXT with a 12-hour programming schedule. Frank Stanton, President of CBS, will participate via microwave relay from NY and J.L. Van Volkenburg, President of the CBS Television Division, will be in California to participate in the telecast. Included among the talent will be Jack Benny as MC, along with Alan Young, George Burns, Bob Crosby, Martha Tilton, Roger Price & Leo Durocher.

KTTV - Sportscholar; DEBUT Oct 23; Tue 10-10:15pm; Sponsor - Ethyl Corp thru BBD&O; Fred Uttal, radio & TV commentator, will narrate a filmed sports quiz show, using action shots, unusual sports scenes, etc. Series was made by United World, Universal subsidiary.

Christmas Shopper; DEBUT Oct 25; Thu 7-7:30pm; Sponsor - Participations (some still open); Director - Berte Hackett, KTTV; Exec Dir - Philippe de Lacy KTTV; Script Continuity - Roy Maypole & Lenore Kingston; Sets & Props - Seymour Klate; a shopping service show with Roy Maypole & Lenore Kingston.

Vet's TV Center; DEBUT Oct 20; Sat 8:30-9pm; Sponsor - Participations(Veterans Service approved); Exec Dir - Philippe de Lacy KTTV; Dir - Samuel R. Herrick KTTV; new question-and-answer show to inform veterans of their rights.

NEW LOOKS (NON-DEPARTMENTAL)

WGN-TV - Grandstand in the Pacific; MEMORIES (Oct. 23); Tue (10-10:30pm); Sponsor - Welch's Wine; Hunt's and Kraft Lasagna; Food - Author; Commission for Memorial of Time; Writer - Fred Feldkamp; Interpretation, UC Representative to the UN, will introduced the series which starts off with "The Pacific in Perspective," the first of a series of 26 films which include film records of World War II, MacArthur; Hooker; Medicine, Admiral Nimitz, "Vinegar Joe" Stilwell and Joseph Mohr; also included official Army, Navy, Marine Corps, Coast Guard and Air Force recordings as well as captured enemy film, most of which has never been shown to the public before.

WGN - Leaflets to Fore; MORNING OUT (Oct. 27); Fri (9-9:30pm); Sponsor - Sears Roebuck; Director, Virgil Agency; Producer-Director-Writer - Nicholas Cosentino; Director - Al Bertagna; WGN; Lyon Dir - Freddie Bartholomew; WGN; Stars Frank Puglia & Mary Italiano in a family dramatic series.

WMCA - Friday letters; Sun (9-9pm); Sponsor - Post Foods (E.G. Cereal Co., E.G. Cereal Foods & Inventor-Selling Pure Food); Director Jerome Lawrence has produced the Freedom Film show, and will sponsor it effective Oct 28 for thirty-nine weeks. Effect on the schedule is "Are of Our Microcosm is Missing," starring Godfrey Sevareid, Edwin Hartman & Joyce Redman. Ker Memorial will be master of ceremonies for the series which will present an evaluation of American & English Films.

HOLLYWOOD LOCAL CHARTER ACTIVITY

KLAC - Dairies Little Theatre; Fri (11-11:15pm); Sponsor - Borden's Dog Foods (Golden Dog Foods) Director Bernard Berkowitz; Author Elizabeth Speare Producer; Joan Gilman; Stars Bernard Berkowitz; Director - Elizabeth Speare; Producer - Joan Gilman; Director; Joel - Sherman Harris; Director - Elizabeth Speare.

KTSA - Boston Blackie; Fri (10-10:30pm); Sponsor - Lucia Malati Foods, Kim Morgetere, Inc (Wood); Sponsor - Joseph Prescott; Author of 12 films produced by Ziv Films; original & directed by Jul Murray & Edd Durr. Co-Sponsor; Taylor in the title role with Lois Ontiveros; Frank Orth also listed as cast members.

KNXT (formerly KTSL) - CHANGE; Angeles Television station, on Sunday, Oct 28, marks the move of its transmitter to Mount Wilson and the change of its call letters from KNXT to KNXT with a 12-hour programming schedule. Frank Stanton, President of CBS, will participate via transcriptions from NY and J.L. Van Volkenburg, President of the Television Broadcasters Association, will be in California to participate in the telecast. Included in the talent will be Jack Benny as MC, along with Alan Young, George Burns, Bob Crosby, Marian Miller, Peggy Price & Lee Lawrence.

KTTV - Sportsdollar; MEMORY (Oct. 25); Tue (10-10:15pm); Sponsor - Ethyl Corp thru BBDO; Free dollar, radio & TV documentary, will narrate a filmed sports quiz show, using action shots, unusual sports scenes, etc. Series is made by United Worldwide, Universal-Hollywood.

Christian Science - LIBERTY (Oct. 25); Thu (7-7:30pm); Sponsor - Publications (sponsor still open); Director - Robert Lacerte; Author, KTTV; Exec Dir - Philipps de Lacy KTTV; Script; Contribution; Director - Jerome Kingsley; Stars Kingsley; Seth & Frope - Seymour Kate; a shopping impressionable with Marjorie & Lorne Kingston.

Veteran's Center; PRIDE (Oct. 5; 30-8pm); Sponsor - Participations (Veterans Service approved); Director - Philippe de Lacy; KTTV; Dir - Samuel H. Bernstein KTTV; new question-answer show for veterans of their rights.

[illegible]

GENE AUTRY TO SUE FOR INJUNCTION AGAINST REPUBLIC - Following Roy Rogers' lead, Gene Autry, another top cowboy star, plans to ask for a permanent injunction against Republic Studios to preven the company from either selling or licensing any of Autry's old films for television use. Meanwhile, if the Roy Rogers decision, which enabled the star to restrain Republic from showing his films on TV, is upheld in the higher courts, numerous other film personalities will follow the same course. Producers & distributors would be forced to make "fair" settlements with actors whose old films are to be shown on television programs; however, that decision will probably be favorable only to those stars who have used their names extensively for outside merchandising tie-ins.

UNITED WORLD TO USE UNIVERSAL-INTERNATIONAL FACILITIES - James Franey, president of United World Films, has concluded arrangements with U-I, the parent company, to use the Universal City facilities to produce films for television. Current plan is to produce both black-and-white and color films, with entire program aimed at television requirements. Production will in no way compete with U-I's regular schedule of theatrical films. George Bole, assistant studio manager of U-I, has been appointed as liaison man between the two companies. United World will continue to distribute its own product.

PARAMOUNT TV EXPANDS - Paul Raibourn, President of Paramount Television Productions, Inc., announced the appointment of Burt Balaban, former head of Paramount's television film department, as Director of Programming & Production. At the same time, John Howell, an executive of the firms' merchandising department, was named as Director of Sales and Merchandising. Balaban is the son of Paramount Pictures President Barney Balaban.

HAL ROACH PRODUCTIONS(LA) - Filming on Children's Hour, a new 52-week hour-long series will start shortly under the direct supervision of Hal Roach, Sr. "Little Rascals,"(a biblical story), "Little People," and a clown act will comprise three of the four 15-minute segments. Maureen O'Sullivan will MC the series, and Ruth Birch will do the casting.

SNADER PLANNING CURRENT EVENTS SERIES - Political columnist Marquis Childs has been signed as moderator for a new film series to be titled Washington Spotlight, to be produced in Washington for Snader Productions by Milton Hammer and Robert Maurer. Snader will finance the productions which are budgeted at approximately $2,500 per week, and will distribute the series at the rate of one a week for 52 weeks. Top politicians are being used in many of the early films which follow a current events theme; pictures will be available after December 1.

JERRY FAIRBANKS PRODUCTIONS(LA) - Preparation on a new series, Make Mine Manhattan, is underway at the Fairbanks Studios, though to date it has not been decided whether the productions will be musical or dramatic or both. Derwin Abbe will direct and Trudy Marshall and Tom Drake will star.....Also at Fairbanks, the firm is preparing a special program for Thanksgiving week entitled "That I May See." Producer - Father Patrick Peyton; Dir - Arthur Pierson; Casting - Ken Dyson; Script - Fred Niblo, Jr. Cast of more than 240 actors will be headed by Ruth Hussey, Jeffrey Lynn, Gene Lockhart, Raymond Burr, Mae Clarke, Regis Toomey & Nestor Paiva. The film will be presented under the Family Theater banner.

WGN-TV (CHICAGO) EXCLUSIVE FILM BUY - Republic Pictures Corporation, through its subsidiary, Hollywood Television Service, has sold exclusive television rights in the Chicago area to 174 Republic films to station WGN-TV.

GENE AUTRY TO SUE FOR INJUNCTION AGAINST REPUBLIC - Following Roy Rogers' lead, Gene Autry, another top cowboy star, plans to ask for a permanent injunction against Republic Studios to prevent the company from either selling or licensing any of Autry's old films for television use. Meanwhile, if the Roy Rogers decision, which enabled the star to restrain Republic from showing his films on TV, is upheld in the higher courts, numerous other film personalities will follow the same course. Producers & distributors would be forced to make "fair" settlements with actors whose old films are to be shown on television programs; however, that decision will probably be favorable only to those stars who have made their names extensively for outside merchandising tie-ins.

UNITED WORLD TO USE UNIVERSAL-INTERNATIONAL FACILITIES - James Fraser, president of United World Films, has concluded arrangements with U-I, the parent company, to use the Universal City facilities to produce films for television. Current plan is to produce both black-and-white and color films, with entire program aimed at television requirements. Production will in no way compete with U-I's regular schedule of theatrical films. Jerry Lewis, assistant studio manager of U-I, has been appointed as liaison man between the two companies. United World will continue to distribute its own product.

PARAMOUNT TV EXPANDS - Paul Salbourn, President of Paramount Television Productions, Inc., announced the appointment of Burt Balsam, former head of Paramount's television film department, as Director of Programming & Production. At the same time, John Powell, an executive of the films' merchandising department, was named as Director of Sales and Merchandising. Balsam is the son of Paramount Pictures President Barney Balsam.

HAL ROACH PRODUCTIONS(NA) - Filming on Children's Hour, a new 26-week hour-long series will start shortly under the direct supervision of Hal Roach, Sr. "Little Rascals" (a children's story), "Little People," and a cloak and dagger type of the four 15-minute segments. Maureen O'Sullivan will MC the series, and Kate Smith will do the cooking.

SMAGER PLANNING COMMERCIAL FILMS - Political cartoonist Reginald Smith has been signed as producer for a new film series to be titled Washington Highlights, to be produced in Washington for Smager Productions by William Hamner and Robert Maurer. Smager will finance the productions which are budgeted at approximately $2,500 per week, and will distribute the series at the rate of one a week for 26 weeks. The politicians are being used in many of the early films which follow a current events theme; pictures will be available after December 1.

LEGAL TALENT-LANE PRODUCTIONS(NA) - Preparation on a new series, Same Time Tomorrow, is underway at the Talentone Studios, though to date it has not been decided whether the productions will be musical or dramatic or both. Dennis Day will direct and Frank Marshall and Jon Lane will [illegible] as Talentone, the firm is preparing a special program for Thanksgiving week entitled "Thet-I Day Eve." Producer - Peter Patrick Leyton; Lib - Anthony Pierson; Cast - Ken Lynch, Scott - Fred Nitto, Jr. Cast of more than 240 actors will be headed by Ruth Hussey, Jeffrey Lynn, Gene Lockhart, Raymond Burr, Lee Tracie, Peter Lorre, Jeanne Baird. The film will be presented under the Family Theater banner.

WGN-TV (CHICAGO) EXCLUSIVE FILM PACT - Republic Pictures Corporation, through its subsidiary, Hollywood Television Service, has sold exclusive television rights in the Chicago area to 127 Republic Films to station WGN-TV.

PEERLESS SELLS 25 FEATURES TO KTTV(LA) - The new Edward Small-Sol Lesser combine, has sold 25 Small feature-length films to Tom Corradine, KTTV film director, for a reported $125,000. Included in the deal are such top films as "Corsican Brothers," "Last of the Mohicans," "Count of Monte Cristo" and "Brewster's Millions."

TELEVISION PRODUCTION CO SERIES - The recently formed Television Production Co has completed its first series, The Scarlet Hawk, a half-hour adventure drama. Films were made on the KTTV lot and star Wendell Niles. TPC President Ross Lederman directed and George E. Callahan wrote the scripts for the action films.

PAN PACIFIC PRODUCTIONS(LA) - Pan Pacific is preparing a new series of 13 half-hour dramatic films to be filmed in the Hawaiian Islands. Richard C. Kahn will direct.

UTP NAMES SALES PREPRESENTATIVE - Richard H. Gedney has been appointed a sales representative for United Television Programs. He will work from the Chicago office which services the Midwestern and Southwestern markets as well as the advertising agencies in that area.

ROLAND REED PRODUCTIONS(LA) - A new block of 9 films for the Trouble With Father series, starring Stuart Erwin (sponsored by General Mills over ABC-TV) started shooting last week; also in production are six more Mystery Theater films, featuring Tom Conway(sponsored by Sterling Drug on the same network).

COMMERCIALS PRODUCTION

ARCHER PRODS(NY) - 1 (20") completed for Lever Bros(Clorident) thru J. Walter Thompson for Nat'l Spot; FA with VO & M.
1 (20") completed for Chipzels thru J. Cunningham, Cox(Phila) for Local Spot; SA with M.
1 (20") completed for Sweetzels thru J. Cunningham, Cox(Phila) for Local Spot; SA with M.
1 (60") opening completed for Masland Carpets thru Anderson & Cairns for Net Prog; SM with VO & M.

JERRY FAIRBANKS(NY)- 2 (82"), 1 (34"), 1 (24") & 1 (17") completed for Bigelow Carpets thru Young & Rubicam; FA & LA with DR, VO & M.
3 (40") & 4 (30") completed for General Motors(Pontiac) thru MacManus, John & Adams for Nat'l Spot & Net Prog; LA.

SARRA, INC.(NY) - 1 (45") opening for Philco TV thru Hutchins for Net Prog; VO & M;
1 (60") completed for Richard Hudnut(Tru-Tint) thru Dancer-Fitzgerald-Sample for Nat'l Spot; SA & LA with VO.
1 (20") completed for Monsanto Chemical(Eskimo Anti-Freeze) thru Gardner Agency for Local Spot(Boston); SA with VO; cartoon animation of little Eskimo trademark.

FLETCHER SMITH(NY)-2 (20") completed for Hot Shoppes Restaurants thru M. Belmont Ver Standig Agcy for Local Spot; FA with VO & M.

SUTHERLAND PRODS(LA) - 1 (20") completed for Wilson & Co thru Ewell Thurber & Assoc (Chi); FA with DR & VO.
1 (60") completed for Kroger Coffee thru Ralph Jones(Cinci) for Local & Nat'l Spots; FA with DR, VO & M.

CODE: FA - Full Anima; SA - Semi Anima; SM - Stop Motion; LA - Live Action; LS - Lip synch; VO - Voice Over; M - Music; DR - Direct Recording.

FILM CLIPPING (Continued)

[illegible] - [illegible] Small Tall Tale, Lenore comedine, Jean [illegible] would be a small feature-length film to top Commodore, MGM film director, for a re-ported $[illegible]. Impetus is the deal was such top films as "Overseas Brothers," "Last of the Mohicans," "Heart of Mount Orleto" and "Lowenthal's Millions."

TELEVISION FILMS [illegible] TO [illegible] - The recently formed Television Production Co has completed its first series, the comedy [illegible], a half-hour adventure [illegible]. Films were made on the [illegible] Lot and [illegible] Studios. The [illegible] director [illegible] and [illegible] were the [illegible] for the series of films.

THE [illegible] (Ga.) - Film [illegible] the production of a [illegible] of 35 half-hour episodic films to be filmed in the Devil's Island [illegible]. Edward L. Hahn will direct.

**[illegible] - Mahlon T. Dunphy has been appointed a sales per-sonnel [illegible] for United Artists Pictures. He will work from the Atlanta office which services the Southeastern [illegible] as well as the advertising agencies in that area.

[illegible] (Ga.) - A new block of 3 films for the [illegible] with Arthur [illegible], starring Ellery Queen (sponsored by General Mills over ABC-TV) started shooting last week. Also in production is a new Mickey Rooney film, [illegible] Tom Sawyer (sponsored by [illegible]) to be seen next year.

[illegible]

ACADEMY [illegible] (Ga.) - [illegible] (Ga.) [illegible] for Lower [illegible] (Ga.) [illegible] 1. Walker [illegible] for Small Space [illegible]
[illegible] (Ga.) [illegible] for [illegible] 1. Swanbeck, Cox(Phila) [illegible] Israel Cooper [illegible] H.
[illegible] (Ga.) [illegible] 1. Swanbeck, Cox(Phila) [illegible] Israel Cooper [illegible] W.
[illegible] (Ga.) [illegible] Thos Anderson & [illegible]

LOCAL [illegible] (Ga.) - [illegible] (Ga.), [illegible] (Ga.) [illegible] for Airplane Car-[illegible] (Ga.) [illegible] VO & M.
[illegible] (Ga.) [illegible] Lorraine(Dorchester) [illegible]
[illegible] Jobber for Not Proc. Co.

CAMERA [illegible] (Ga.) - [illegible] (Ga.) [illegible] for Building for Sel. Procs. VO & M.
[illegible] (Ga.) [illegible] Richard Hodges(Ind-Ind) [illegible] Lancer-Cite-[illegible] Camera for Mov. Indy. Co. & LA with VO.
[illegible] (Ga.) [illegible] for Thomas Production(Mining) Indl-Dreams, Inc. [illegible] Camera for Lodge Lent(Boston), Sa with VO; Cartoon Anima-[illegible] Studio Cartoon [illegible].

[illegible] (Ga.) - [illegible] (Ga.) [illegible] Ft. Wyt Shopper Instrumente Inc. Belmont for [illegible] Lower Mary, LA with VO & M.

[illegible] (Ga.) - [illegible] (Ga.) [illegible] for [illegible] Co. Ind. Small Industry & Assoc [illegible] LA [illegible] & M.
[illegible] Co. [illegible] Thos. Lipton Tea Co. Jobber(Cincl) for [illegible] Small Jobber [illegible] with DP; VO & M.

[illegible] (Ga.) - [illegible] (Ga.) [illegible] LA - Live Action; [illegible] VO - [illegible] Direct Recording.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY OCTOBER 26
Steve Allen	CBS 12:45	Joy Conley(S), Al Kelly, Mary Kaye Trio
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Dick Foran
Mystery Thtr(film) (Tom Conway)	ABC 8pm	The Case Of The Missing Gun - by M.M. Raison; with Larry Blake, Jack Mulhall, Dan Morton, Ann Savage
Tales Of Tomorrow	ABC 9:30	Test Flight - by Nelson Bond, adapt by Mel Goldberg; with Lee J. Cobb, Vinton Hayworth, Harry Townes, Cameron Prud'homme, James Dochan, Byron Halsted, Vin Kehoe

****Other shows on this date were listed in last week's issue.

		SATURDAY OCTOBER 27
The Big Question	CBS 6pm	Herschel D. Newsom, George Meany, Donald A. Young
Patricia Bowman	CBS 6:45	Nancy Reed(S), The Robert Barrett Irish Dancers
American Youth Forum	NBC 7pm	Senator Estes Kefauver
Ken Murray	CBS 8pm	Leo De Lyon, Mary Bruce Dancers, Robert Ruark, Johnny Johnston; Joe E. Brown in Mr. Pip-by Arch Oboler
All Star Revue (Victor Borge)	NBC 8pm	Lauritz Melchior, Vera Zorina
Faye Emerson	CBS 9pm	Salute To The Bronx - with Abe Burrows, Nora Kaye, Alice Pearce, Donald Richards
Your Show Of Shows (Sid Caesar)	NBC 9pm	Ilona Massey, MC; Robert Rounseville, guest
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Betty George (S), Wolton & Simon(acro), Elaine Dunn(D); Robert's Cue: Larry Brooks(S); Buyers: Glenn McCarthy(Shamrock Hotel, Houston), Bryan Michie (Embassy Club, London), Irving Barrett(RKO Theaters)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Andy Russell, Nellie Lutcher; Judges: Della Russell, Freddy Robbins, Peter De Rose
		SUNDAY OCTOBER 28
Author Meets Critics (Barry Gray)	WNBT 12N	The Forrestal Diaries - edited by Walter Millis; H.V. Kaltenborn(for), James F. Murray Jr.(against)
Meet The Press	NBC 4pm	Lord Bertrand Russell
Gabby Hayes	NBC 5pm	Betsy Zane - with Jill Kraft, Michael Strong, Jane Rose, Ray Boyle, Frank Silvera, Jo LoPresti

PROGRAM	WHEN	TITLE
		(S - Singer; D - Dancer; C - Comedy; M - Musician)
FRIDAY OCTOBER 22		
Steve Allen	CBS 10:30	Joey Conley(S), Al Kelly, Mary Kate Tracy
Norway Corporation (Roberta Quinlan)	NBC 7:30	Dick Foran
Jerry Lewis(Film) (Jim Conway)	ABC 8pm	The Caper Of The Missing Man - by M.M. Lehman; with Larry Blake, Jack Mulvey, Jim Burton, Ann Savage
Tales Of Tomorrow	ABC 9:30	Test Flight - by Nelson Gidl, adapt by Mel Goldberg; with Lee J. Cobb, Vivian Nathan, Jerry Tomes, Jim Kane, Jack Lambert, Jane Conner, Byron Sullivan, Vin Knox
***Other shows on this date were listed in Sept. issue.		
SATURDAY OCTOBER 23		
The Fred Waring Show	CBS 8pm	Wendell O. Mason, Ann Hathway, Donald E. Young
Patricia Bowman	CBS 8:45	Jerry Hood(S), Jim Hodges, Barney Irish Dancers
American Tobacco Forum	ITC 7pm	Bonnie Baker, Ken Murray
Kay Kyser	CBS 8pm	Lucy Ann Polk, Harry Bugge Dancers, Robert Prevost, Gene Ray; Kay Kyser, Jim Ed, Sparky Kyser, Jerry Lester, Jack Fulton
All Star Revue (Judith Berger)	NBC 8pm	Lauren Holiday, Tom Tyler
Pete Barnum	CBS 7pm	Spike Jones & his City Slickers, Norm Alden, Alice Pearce, Doris Hildebrand
Your Show Of Shows (Sid Caesar)	NBC 9pm	Imogene Coca, Lou Nelson, Marge Reynolds, Janet Reynolds
Show Goes On (Robert St. Louis)	CBS 9:30	Guest: Betty Garrett (S), Walton & Brown(duo), Lee Thomas(C), Barney's Barnyard Dancers(S); Regular: Glenn McCarthy(Showcase Hotel Manager), Bryan Wright (Subway Club, London), Irving Barnett(NBC Theatre)
Game For Gals (Steve Allen)	CBS 4:30pm	Guest Sinners: Andy Russell, Hollie Lee Barr; Judges: Belle Wissell, Freddy Robbins, Peter De Mare
FRIDAY OCTOBER 29		
Author Meets Critics (Benny Gray)	NBC 10:30pm	The Normal Plurals - edit Sidney Walker (Will); Jr. Robinson(Jrs), Jerome F. Murray Jr.(engineer)
Meet The Press	NBC 1pm	Lord Boothby (Guest)
Tabby Series	[illegible]	Bert Lahr - with Jill Ireth, Michael Storm, Jane Dunn, Ann Doyle, Frank Milano, Jo Ingrassi
SATURDAY OCTOBER 30		
[illegible]	[illegible]	[illegible]

SUNDAY OCTOBER 28(Cont'd)

Star Of The Family (Peter Lind Hayes)	CBS 6:30	Bert Wheeler, Yvette, Florian Zabach
Paul Whiteman	ABC 7pm	Marguerite Piazza
This Is Show Bus.	CBS 7:30	Pearl Bailey, Morey Amsterdam, Rudy Cardenas; Constance Bennett, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	Anne Jeffreys, Morton Downey, Carmen Cavellero, William Gaxton, Victor Moore, Howell & Bowser, Harold Barnes
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Cesar Romero, Sheilah Graham, Arthur Blake (FROM HOLLYWOOD)
Fred Waring	CBS 9pm	Raymond Massey
Rocky King (Roscoe Karns)	DuM 9pm	The Comic Strip - by Lawrence Lariar; with Maurice Burke, Gene Blakely, Paul Stevens, Joy Reese
Television Playhouse	NBC 9pm	The Copper - by David Swift; with Wally Cox, Pat Carroll, Ernest Borgnine, Brandon Peters, Tom Heaphy, David White, Jonathan Marlowe, Mike Kellin, Robert Dale Martin, Salem Ludwig
Plainclothesman (Ken Lynch)	DuM 9:30	The Suspicious Halfback - with Gene Anton, Cindy Cameron, Robert J. Drew, James Carew, Gloria McGee, Elliot Sullivan
Celebrity Time	CBS 10pm	Madge Evans, Rudy Vallee
Trapped	WOR 10pm	Created For Murder - with Helen Baron, Ray Rizzo, Woody Parker, Malcolm Lee Beggs
Leave It...Girls	NBC 10:30	John Henry Faulk, Paula Stone, Yolande Betbeze, Florence Pritchett, Eloise McElhone

MONDAY OCTOBER 29

Steve Allen	CBS 12:45	Fay DeWitt(S), Dangler's Pony Act
Garry Moore	CBS 1:30	Georgie Kaye
Kate Smith	NBC 4pm	Johnny Burke(C), The Olquins(acro), Butler Dancers
Magic Cottage (Pat Meikle)	WABD 6:30	Merlin's Pumpkin Problem - with Harry Townes, Jack Bittner
H'wood Screen Test	ABC 7:30	Judith Evelyn, guest; Look At Every Door - with James Wyler, James Lipton
Mr & Mrs Mystery (John & Barbara Gay)	WOR 7:30	The Case Of The Lucid Librarian - with John Scanlon, Melanie York
Mr District Attorney (Jay Jostyn)	ABC 8pm	The Case Of The Cop-Killer - by Robert J. Shaw; with Ralph S. Bell, Rolly Bester, Bill Quinn, Mort Lawrence

MONDAY OCTOBER 29(Cont'd)

Lux Theater	CBS 8pm	The Doctor's Wife - by Manya Starr; with June Lockhart, George Hill, Grace Valentine, Joseph Buloff, Luba Kaddison, Jean Sincere, Philippa Bevans
Voice Of Firestone	NBC 8:30	Elena Nikolaidi
Lights Out	NBC 9pm	The Veil - by Raphael Hayes; with Lee J. Cobb, Arlene Francis, Leonard Barry, Josephine Woods, Frank Daly, Melba Rae
Somerset Maugham	NBC 9:30	The Fall Of Edward Barnard - adapt by Theodore & Mathilde Ferro; with Richard Greene, Frederic Tozere, Don McHenry, Louisa Horton, Gene Lyons, Edwin Jerome, Harry Davis, Dorothy Patton, Jean Pearson, Richard Midgley, Bill Watts, Leonardo Cimino, P.J. Sidney, Shaque, Dorothy Stinnett, Connie Hoffman, William Canfield
Studio One	CBS 10pm	They Served The Muses - by Kressman Taylor; with Priscilla Gillette, Noel Leslie, Frances Fuller, Herbert Evers, Paula Bauersmith, Frank Overton, Olive Templeton, George Ives, Robert Harrison, John Boruff, Nell Harrison, Peggy Rea, Eole Gambarelli, Evans Thornton, Ray Rizzo
Who Said That? (Net except WNBT)	NBC 10:30	George Kaufman, Leueen MacGrath, Carleton Kent

TUESDAY OCTOBER 30

Steve Allen	CBS 12:45	Walton & Simmons(acro), Texas Jim Robinson
Kate Smith	NBC 4pm	Luboshutz & Nemenoff(duo-pianists), Lou Wills Bernadette Phelan Dancers
Press Conference	WOR 7:30	Henry J. Latham, guest; Panel: Leonard Ingalls, Jerry King, Edward Katcher, Jerome Edelberg
Stork Club	CBS 7:45	Robert Christenberry, Constance Bennett
Frank Sinatra	CBS 8pm	Jules Munshins, Georgia Gibbs, Eddie Mayehoff
Texaco Star Theater (Milton Berle)	NBC 8pm	Paul Winchell & Jerry Mahoney, The Boys Town Choir, Blackburn Twins & Pam Cavan, Liberace, Arnold Stang
Cosmopolitan Theater	DuM 9pm	Mr. Pratt And The Triple-Horror Bill - by F. Hugh Herbert; with Tom Ewell, Betty Garde, Constance Dowling, Fred Stewart, William A. Lee, Gertrude Beach, Joseph Graham, Karen Leslie, Carl Don, Haskell Coffin, Millicent Brower, Jody Drew, Arthur Storch, Bill Hickey
Fireside Thtr(film)	NBC 9pm	Party Dress - by Brenda Weisberg, adapt by Weisberg & Brewster Morgan; with Robert North, Evelynne Eaton, Claire Carleton, Lee Phelps, Michael Fallon, William Schallert, Cecil Elliott
Suspense	CBS 9:30	Court Day - by Luke Short, adapt by Ruth Woodman; with Richard Coogan, Parker Fennelly, Steve Holland, Lawrence Fletcher, Dennis Weaver, Cathleen Maguire

[illegible]

Lux Theater — [illegible]

Voice Of Firestone — [illegible]

Lights Out — [illegible]

Corporal Murphy — [illegible]

Studio One — [illegible]

Who Said Three? (Not except M-Sat) — [illegible]

[illegible]

Stratolilla — [illegible]

Path Gain — [illegible]

Trans Continents — [illegible]

Stock Club — [illegible]

Study Shows — [illegible]

Lyric Opera Theater (Milton Berle) — [illegible]

Dancing Man Theater — [illegible]

Lemonade (Film) — [illegible]

Stagecoach — [illegible]

TUESDAY OCTOBER 30(Cont'd)

Armstrong Theater	NBC 9:30	Night Song - by Anne Howard Bailey; with Geraldine Fitzgerald, Donald Woods, Dorothy Peterson, Francis Compton
Danger	CBS 10pm	Deadline - by Paul Bauman; with Richard Kiley, Anthony Ross, Joseph Anthony, Barbara Baxley, Louise Buckley
Hands Of Destiny	DuM 10pm	High Iron - by Sid Edelstein; with Robert Keith Jr., Michael Higgins, Barbara Joyce, Jim Little, Frank Lyon, James Reese
Nick Kenny	NBC 11pm	Ed Fitzgerald, John B. Gambling

WEDNESDAY OCTOBER 31

Steve Allen	CBS 12:45	Harris & Anders(acro), Phil Brito
Kate Smith	NBC 4pm	Eric Johnston, Russell & Vanio(S), Gus Van, E Tyner
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Skitch Henderson
Perry Como	CBS 7:45	April Stevens
Kate Smith(eve)	NBC 8pm	Josephine Baker, William Bendix, Al Carney & Joe Forman(C), Frankie Yankovic & polka orch
Arthur Murray	ABC 9pm	Paul Hartman, Kajar(magic), Mary Beth Hughes, David Street
Gallery...Liu-Tsong (Anna May Wong)	DuM 9pm	Tinderbox - with Neal O'Malley, Martin Brandt, Mike Wyler, Vincent Berg, Marilyn Clark
Kraft Theater	NBC 9pm	Hour Of Crisis - by Eric Hatch; with Hazel Dawn Jr., William Lynn, Cliff Hall, Roy Fant, Robert Paige, Luella Gear, Rex O'Malley, Lex Richards, Edith Gresham, Kathleen Comegys, Boris Tumarin, Margaret Allworthy, Peter Boyne, Frank Mullen, Bram Nossen, Jean Alexander, Brent Sargent, Paul Parks
The Clock	ABC 9:30	Devil's Wine - with Gregg Juarez, Frank Milan, Audra Lindley, Dulcy Jordan, Jack Arthur
The Web	CBS 9:30	A Man Dies - by Bruce Tonks & Jack Garfein; with Jerome Cowan, Polly Rowles, E.G. Marshall, Reba Tassell, Lawrence Blyden, Virginia Downing
Shadow Of A Cloak	DuM 9:30	The Outsider - by Barbara Booth; with Ernest Borgnine, Billy James, Joseph Downing, Scott Tennyson, Margaret Stewart, Frances Lynn
Celanese Theater	ABC 10pm	Winterset - by Maxwell Anderson; with Eduardo Ciannelli, Ludwig Donath, Ralph Morgan, Richard Carlyle, Joan Chandler, Royal Dano, Dehl Berti, Ray Boyle, Charles McClelland, Frank McNellis, Donald Dawson

THURSDAY NOVEMBER 1

Garry Moore	CBS 1:30	Robert Preston, Milbourne Christopher(magic)

TUESDAY OCTOBER 30 (Cont'd)

Strong Theater	NBC 8:30	[illegible]
Dragnet	CBS 10:00	[illegible]
Queen Of Destiny	Del 10:00	[illegible]
Nick Kenny	CBS 11:00	[illegible]
Steve Allen	CBS 11:15	[illegible]
Kate Smith	NBC [illegible]	[illegible]
Mickey Spillane	NBC 11:30	[illegible]
Perry Como	CBS [illegible]	[illegible]
Mike Quinlan(ge)	CBS [illegible]	[illegible]
Arthur Godfrey	ABC [illegible]	[illegible]
Dallas, Limited	[illegible]	[illegible]
Kraft Theater	[illegible]	[illegible]
The Clock	[illegible]	[illegible]
The Web	CBS 9:30	[illegible]
Shadow Of A Clown	[illegible]	[illegible]
Chevrolet Theater	[illegible]	[illegible]

WEDNESDAY OCTOBER 31

Jerry Moore	CBS 1:30	[illegible]

Kate Smith	NBC 4pm	Buster Shaver & Olive(D), Charioteers, Joe Forman(C)
T-Men In Action	NBC 8:30	The Case Of The Gifted Father - by Abram S. Ginnes; with Patrick O'Neil, Lee Grant, Vaughn Taylor, Arthur Hansom, Helen Warren, Joseph Helgesen, Ivy Bethune, Alan Shay
Ellery Queen (Lee Bowman)	DuM 9pm	Death In A Ghost Town - by Henry Misrock; with Virginia Lord, Charles Cooper, Helen Carew
Ford Festival (James Melton)	NBC 9pm	James Dunne, Ilona Massey, Rosemary Clooney
Big Town (Pat McVey)	CBS 9:30	The Suitor - by Alvin Boretz; with Carmen Mathews, Janet Alexander, Henry Jones, Charlotte Knight, Elaine Ellis
Public Prosecutor (Warren Hull)	DuM 9:30	The Case Of The Dead Man's Voice - FILM - with Jane Frazee, Pat Gleason, David Bruce; Panel: Igor Gorin, Ilka Chase, Dr. Houston Peterson
Racket Squad(film))	CBS 10pm	Two For One - with John Eldridge, Elizabeth Fraser, James Flavin, Allen Matthews
Bigelow Thtr(film)	WABD 10pm	Rewrite For Love - by Virginia Mullen & William Alland; with Wanda Hendrix, Gig Young, Chick Chandler, Hillary Brooke
Martin Kane (Lloyd Nolan)	NBC 10pm	Dennis Harrison, Olive Deering, Gloria McGhee, Howard Smith, Philip Truex
At Home (Earl Wrightson)	ABC 10:30	Kyle MacDonnell
Crime Photographer (Darin McGavin)	CBS 10:30	The Revolt - by James P. Cavanaugh; with Will Kuluva, Miriam Goldina, Martin Newman, Ruth Hammond, Peter Frye, Carmen Costi
TV Opera Theater	NBC 11pm	R.S.V.P. - by Jacques Offenbach, English adapt by Dino Yannopoulos; with Larry Weber, Virginia Haskins, Paul Franke, Paul Ukena, Kenneth Smith, George Irving, Jeanne Palmer, Carl Don

FRIDAY NOVEMBER 2

Mystery Thtr(film) (Tom Conway)	ABC 8pm	Toast To Murder - by Charles S. Belden; with Barbara Reed, Gene Gary, Ann O'Neal, Ted Stanhope, Ernie Vanneri
Man Against Crime (Ralph Bellamy)	CBS 8:30	Dennis Bohan, Frank Marth, Eddie Hyans, Rita Gam, Phillip Kenneally
We, The People	NBC 8:30	Horace MacMahon in scene from Detective Story; Joe Laurie Jr., Beatriz Bregman Pich(7-yr-old Brazilian pianist), Brazilian government officials, Sidney Kingsley
Crime With Father (Rusty Lane)	ABC 9pm	Susan Stewart, Stephen Elliot

THURSDAY NOVEMBER 1 (Cont'd)

Late Edition	NBC 4pm	Bruce Shaver & Olive(D), Characteers, Joe Dorman(C)
T-Man In Action	NBC 8:30	The Case Of The Gilded Liner - by Abram S. Ginnes; with Lorraine Cullen, Lee Grant, Vaughn Taylor, Arthur Franz, Helen Warren, Joseph Helgesen, Ivy Bethune, Alan Gary
Kilsey Queen (Lee Bowman)	NBC 9pm	Death In A Grass Farm - by Henry Misevich; with Virginia Lord, Charles Cooper, Helen Carew
Ford Festival (Dinah Shore)	NBC 9pm	James Dunne, Ilona Massey, Rosemary Clooney
Big Town (Pat McVay)	CBS 9:30	The Robber - by Alvin Sapinsley; with Carmen Mathews, Hugh Marlowe, Jerry Lewis, Charlotte Knight, Shelley Winters
Public Prosecutor (Warren Hull)	NBC 10:30	The Case Of The Dead Witness - FILM - with Jane Bryson, Pat Gleason, Jerry Jones; Panel: Igor Gorin, Tito Guizar, Dr. Brenton Hawkes
Rocket Squad (Film)	[illegible]	The Lost Ones - with John Eldredge, Elizabeth Fraser, Jerry Larkin, Allen Matthews
Silverlow Tntr (Film)	[illegible]	[illegible] - Starring Phillips H. Lord & William Lundigan; Guest Stars: Hendrik, Olin Howlin, Chick Chandler, William Ryan
Martin Agency (Lloyd Pheasant)	NBC 10pm	Barbara Fairchild, Gloria Dorothy, Gloria McGhee, Richard Smith, Philip Ryan
Al Dean (Carol Bridgeman)	ABC 10:30	Kyle - Mr. Lonnegan
Julius Photographer (Keith McCarthy)	CBS 10:30	The Ken In - by Jesse F. Greenwood; with Will Kulvey, Mitchell [illegible], Beatrice Kraft, Ruth Hammond, Peter Leeds, Marion Lane
TV Opera Theater	NBC 11pm	[illegible] - by Jacques Offenbach, English adapt by [illegible]; with Jerry Cooper, Virginia Beaulins, Paul Turner, Paul [illegible], Robert [illegible], George Irving, Jeanne Palmer, Opal Lon

FRIDAY NOVEMBER 2

Mystery Tntr (Film) (Tom Conway)	ABC 8pm	Great In Murder - by Jerrold B. Golden; with Barbara Read, Gene Lockhart, Jan Clayton, Ted Stanhope, Ernie Kunnert
Man Against Crime (Ralph Bellamy)	CBS 8:30	Dancing Bombs, Fumbs Earth, Eddie Hanna, Rita Gam, Philip Hernandez
We, The People	NBC 9:30	[illegible] in Drama from Detective Story; Joe [illegible], Jessica Cameron, [illegible] (7-yr-old Brazilian [illegible]), Ferdinand Gottschalk, Sidney Blackmer
Dates With Father (Scott Lewis)	ABC 9pm	Sheila Bishop, Sherman Little

Schlitz Playhouse	CBS 9pm	The Lucky Touch - by Lennox Robinson; with Helen Hayes, John Williams, Pat O'Malley, Mary Michael, Marcia Henderson, Wright King, Virginia Lowe, John Farrell, Edith King, Barry Macollum, Betty Sinclair, Sheilah Bromley, Farrell Pelly
Big Story	NBC 9pm	Carl De Bloom - Columbus Dispatch - by Ernest Kinoy; with William Redfield, Ramsay Williams, Lamport Hill, Jason Johnson, Sara Floyd, William Grey, Donald Harris
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Julie Wilson, Don Cornell, Gehrig & Weissmuller(D)
Eloise Salutes	DuM 11pm	Mischa Auer

TALENT LOCATOR SERVICE October 28, 1951

IN NEW YORK

CONSTANCE BENNETT - AGT: Jack Lawrence JU 2-3885

JOSEPH BULOFF - AGT: Al Grossman CI 5-8422

VIVIAN BLAINE - AGT: Joe McGee, Wm Morris JU 6-5100

EDUARDO CIANNELLI now in NY - AGT: Sam Jaffe PL 9-6693

FRED CLARKE film actor avail TV - AGT: Bonnie Alden, Baum-Newborn

LEE J. COBB now in NY, avail TV

GLORIA DE HAVEN - AGT: Famous Artists CI 7-6200

POPE EMERSON on coast but avail NY TV - AGT: Bonnie Alden BR 9-6377

IRVING FIELDS TRIO avail TV - AGT: Bonnie Alden

ROGER FORSTER actor-announcer avail TV - AGT: Hank Leeds, Earl Peed Assoc PL 7-3726

GEORGIA GIBBS now in NYC

GLADYS GEORGE on coast but avail NY TV - AGT: Bonnie Alden BR 9-6377

MARGARET HAMILTON film character actress avail TV - AGT: Wm Morris

EVELYN KNIGHT now in NYC

VAN JOHNSON - CON: MGM JU 2-2000

JAMES MASON - AGT: Sam Jaffe PL 9-6693

GISELE MACKENZIE from coast Nov 12

DOROTHY MCGUIRE - AGT: Peter Witt PL 9-7966

MING & LING Chinese hillbillies - AGT: Al Grossman CI 5-8422

IN HOLLYWOOD

IRENE DUNNE - PRESS: Margaret Ettinger HI 2141

ERROL FLYNN now in Hollywood

JOE FRISCO - AGT(NYC): Miles Ingalls JU 6-3000

CHARLTON HESTON - CON: Hal Wallis Prod'ns HO 9-2411

LOU HOLTZ - AGT(NYC): Associated Booking PL 9-4600

LENNY KENT current Band Box - AGT: William Morris Agcy CR 1-6161

PAUL DOUGLAS - AGT: Wm Morris CR 1-6161, & Louis Shurr CR 1-1116

ROBERT MERRILL - AGT(NYC): Moe Gale PL 7-7100

RAY MILLAND - CON: Paramount HO 9-2411

DEBBIE REYNOLDS - CON: MGM TE 0-3311

ELIZABETH TAYLOR - CON: MGM

ROBERT TAYLOR - CON: MGM

BENAY VENUTA - AGT: Bender-Ward CR 1-7247

TERESA WRIGHT - AGT: Sam Jaffe CR 6-6121

IN NEW YORK(Cont'd)

RALPH MORGAN - AGT: Barna Ostertag PL 7-4250

ROBERT PRESTON - AGT: Jack Lawrence

BILLY RAYES variety artist - AGT: Al Grossman CI 5-8422

APRIL STEVENS - AGT: Gen Artists CI 7-7550

JOHNNY STEWART film juve avail TV - AGT: Bonnie Alden BR 9-6377

MARGARET SULLIVAN - AGT: Paul Small

FRIDAY MORNING [illegible]

[illegible]	[illegible]	The Lucky Duck - by Lenore Coffee; with Helen [illegible], Jean Williams, [illegible], Mary Nickent, [illegible], Kitty Kiley, Virginia Lee, [illegible], Faith Mary, [illegible], Mary Sinclair, Sylvia Sidney, [illegible]
[illegible]	[illegible]	Paul De Kruif - Dorothy Dieckmann - [illegible] [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible], [illegible]
[illegible] (Mrs. [illegible])	[illegible]	[illegible] Wilson, Don [illegible], [illegible] - [illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

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NOVEMBER 11-17, 1951

VOL. 3 NO. 9 (With Directory)

EDIT DIR: Murray Gross
NEWS ED: David B. Graham
TALENT: Gordon Leigh
HWOOD ED: Maybelle Lauria

Ross Reports ON TELEVISION

15 East 47th St. • New York 17 • PLaza 9-3870
6087 Sunset Blvd. • Hollywood 28 • HIllside 1100
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THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(11)

CBS(Ch2) - 3:30-4pm; DEBUT; United Nations' General Assembly Sessions in Paris; from WCBS-TV(on film) to the net; Sustaining; CBS, in assn with the United Nations & Paramount Pictures, will present edited digests of the week's events with Walter Cronkite of CBS-TV News & Public Affairs narrating; Supervisors - Albert Chesnes, Paramount & Sid Mickelsen CBS-TV; Dir - Emory Kelen UN(Paris); Coverage for each session will be handled by UN personnel; the TV signal will be fed to a Paramount Inter-Film Theater Television unit, where picture & sound will be developed & recorded on 35mm film within 30 seconds after the event occurs; film then will be flown to NY and will be seen the day following the actual meeting, except in the case of bad flying weather.

Tue(13)

ABC(Ch7) - 9-9:30pm; RETURN; United - Or Not?; from WJZ-TV(on film) to the net; Sustaining; Producer - ABC Public Affairs & United Nations; Dir - Emory Kelen UN; Show returns after two-week hiatus; John MacVane moderates discussion program with UN delegates & members of the UN Correspondents Assn.

LAST WEEK'S NETWORK CHANGES

CBS - All Around The Town; NEW TIME Nov 10; Sat 6-6:45pm; from WCBS-TV to the net; Sustaining; Producer-Director - Rai Purdy CBS; Buff Cobb joins her husband, Mike Wallace, in the sight-seeing & interview program, formerly M,W,F 3:30-4pm.

NEWLY ANNOUNCED NETWORK FUTURES

Nov 25 - Horizons; ABC-TV Sun 4-4:30pm; Sustaining; Superv - John W. Pacey ABC Dir of Public Affairs & Erik Barnouw, Editor of Columbia University's Communications Material Center; using visual aid, a featured Columbia faculty member will make a presentation of a program subject, explaining his views & forecast of the subject's outlook in the future, following which students will question the faculty member on his analysis.

Dec 5 - The Name's the Same; ABC-TV Wed 7:30-8pm; Sponsor - Bendix Home Appliances & Swanson Meat thru Tatham-Laird(Chicago) will alternate weekly; Pkgr-Prod - Goodson-Todman; Abe Burrows, Joan Alexander & Meredith Willson comprise panel who will try to guess name of contestants which will be the same as those of famous personalities, lvving and dead.

Dec 19 --Pulitzer Prize Playhouse; ABC-TV alt Wed 9-10pm; Sponsor - Frigidaire thru Foote, Cone & Belding(Chi); Pkgr- William Morris; No production staff set; Program will alternate with Celanese Theater.

Indefinite - Quiz Kids: CBS-TV has signed with Pkgr-Prod Louis G. Cowan to present the show formerly presented on NBC Fri 8-8:30pm.

Ralph Edwards Show; NBC Mon thru Fri 12:30-1pm; From KNBH(Hwood) to the net via microwave & kine; Ralph Edwards will use guests, audience participants & out-of-studio pickups in the daily format. Edwards recentl concluded his filmed show, Truth or Consequences for Philip Morris on CBS.

SPONSOR ACTIVITY

CONGOLEUM-NAIRN thru McCann-Erickson, dropped its alt week half-hour participation i the Kate Smith Evening Show (NBC Wed 8-9pm) last week; REYNOLDS METALS thru Buchanan & Co, another alt week sponsor, picked up the relinquished time and will participate weekly from now on.

F.W. WOOLWORTH thru Lynn Baker Agcy will sponsor the Tournament of Roses Parade on NBC-TV preceding the New Year's Day Rose Bowl Football Game(sponsored by Gillette thru Maxon); the program will mark Woolworth's initial use of radio or television as an advertising media.

SKIPPY PEANUT BUTTER thru Guild, Bascom & Bonfigli(San Francisco) will sponsor You Asked For It, debuting on ABC-TV Dec 10 9-9:30pm EST; program originates from Coast, with Art Baker as MC; was carried on DuM Fri 8-8:30pm.

BLOCK DRUG CO thru Cecil & Presbrey, dropped sponsorship of Crime With Father(ABC Fri 9-9:30pm) due to station's inability to clear a satisfactory line-up of live stations

NYC LOCAL STATION ACTIVITY

WCBS-TV - UN General Assembly Meetings; DEBUT Nov 12; Mon thru Fri 6-6:30pm; Sustaining; Program will have a daily coverage of UN sessions(See Page 1); daily series will also be carried in various cities at different times.

WJZ-TV - America in View; Fri 4:15-4:30pm; DEBUT Nov 9; Sustaining; Superv- Nat Fowler, ABC Film Dir; new series of documentary films on various aspects of the U.S.; films have been gathered from colleges, educational centers, travel bureaus & chambers of commerce of different cities & states.

Club Matinee; DEBUT Nov 12; Mon thru Fri 3-3:30pm; Prod-Dir - Bob Doyle WJZ Jim Fair will be MC, with vocalist Bob Shreve, accordionist Joe Biviano & audience participation, all in club-room party format.

The Enchanted Well; DEBUT Nov 11; Sun 11:30am-12n; Sponsor - MacLevy Talent Studios thru Associated Adv; Pkgr-Prod - MacLevy Video Prodns; Dir - Ted Nathanson WJZ; Scripts - Ruth Mannig; Choreography - Fred Knarr; new children's program, featuring dramatizations of well-known children's tales. Ruth Mannig & Fred Knarr will appear as leprechauns who inhabit the "well" & children trained by Talent Studios will enact the stories they introduce.

WOR-TV - Sunday Italian Film Theater; DEBUT Nov 11; Sun 3-4:30pm; Sponsor - Prince Macaroni & Locatelli Cheese thru H.C. Rossi Agcy; Prod - Erberto Landi & Mende Brown; new program will spotlight recent full-length Italian movies.

HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Emphasis on You; DEBUT Nov 4; Sun 10:30-11pm; Produced by The Raisbecks under auspices of Los Angeles County Conference on Community Relations; Dir - Forrester Mashbir KTTV; Dr. Robert Haas, Dir of Ed for UCLA's Extension Div, will moderate the panel to be composed of 12 members of the LA County Conference.

NEWLY ANNOUNCED NETWORK PROGRAMS (Continued)

Indefinite - Quiz Kids: CBS-TV has signed with Mgr.-Prod Louis G. Cowan to present the show formerly presented on Lun Pm 8-9:30pm.

Main Events Show: NBC Mon thru Fri 12:30-1pm (from CBS(Wood) to the Mutual Network & King; Ralph Edwards will use guests, audience par-ticipants & out-of-studio pickups in the daily format. Edwards recent concluded his filmed show, Truth or Consequences for Philip Morris on CBS.

SPONSOR ACTIVITY

COMMONWEALTH-MALBEN thru McCann-Erickson, dropped its six week half-hour variety show the Kate Smith Evening Show (NBC Wed 8-9pm) last week; Lorillard (Kent) thru Lennen & Co, another six week sponsor, picked up the rest-of-the-time; the ex-Kate will participate weekly from now on.

F.W. WOOLWORTH thru Lynn Baker Agcy will sponsor the Sunshine Factory on NBC-TV preceding the New Year's Day Rose Bowl Football game (Jan 1, 2:30pm thru Mason); the program will mark Woolworth's initial use of radio or television as an advertising media.

SCHIPPY PEANUT BUTTER thru Cecil, Presbrey & Bonfigli(San Francisco) will sponsor Ask Aided For It, beginning on ABC-TV Sun Jan 10, 9-9:30pm EST; program originates from Cedars with Art Baker as MC; was carried on TWA Sat 6-6:30pm.

BLOCK DRUG CO thru Cecil & Presbrey, dropped sponsorship of Kitty with Kathy(ABC Fri 9-9:30pm) due to executive's inability to clear a satisfactory time(s) of kitty stations.

NYC LOCAL STATION ACTIVITY

WCBS-TV - UN General Assembly Meetings; DEBUT Mon 12; Mon thru Fri 6-6:30pm; Guatal-ing; Programs will have a daily coverage of UN meetings(see Page 1); daily series will also be carried in various cities at different times.

WJZ-TV - America in View; Fri 4:15-4:30pm; DEBUT Mar 8; Sponsoring; Surgery- Set Tower, ABC Film Div; new series of documentary films on various aspects of the U.S.; films have been gathered from colleges, educational centers, travel bureaus & chambers of commerce of different cities & states.

Club Matinee; DEBUT Mon 12; Mon thru Fri 3-3:30pm; Prod-Dir - Don Doyle Mc; Jim Hair will be MC, with vocalist Bob Steve, accompanist Joe Bivins & audience participation, all in club-room party format.

The Enchanted Well; DEBUT Mon 11; Sun 11:30am-12pm; Sponsor - Western Tobacco; Studio thru Associated Adv; Dir-Prod - Mercury Video Productions; Dir - Ed Mathewson WJZ; Script - Ruth Mountig; Choreography - Fred Kraner; new child-ren's program, featuring dramatizations of well-known children's tales. Ruth Mountig & Fred Kraner will appear as leprechauns who introduce the "well" & children enjoyed by talent studios will enact the stories they introduce.

WOR-TV - Sunday Italian Film Theater; DEBUT Mon 11; Sun 3-4:30pm; Sponsor - Prince Macaroni & Lorillard Cheese thru K.C. Tonal Agcy; Sta - Puerto Rand & Monte Kroum; new program will spotlight young full-length Italian movies.

NEW YORK LOCAL STATION ACTIVITY

KTTV - Problems on Year; DEBUT Mon 8; Sun 10:30-11pm; Produced by the Matchbox under auspices of Los Angeles County Conference on Community Relations; Dir - Ron-nester Manship KTTV; Dr. Robert Dee, Dir of Ed for Jewish Education Bur, will moderate the panel to be composed of 12 members of the LA County Conference.

REPUBLIC TO MAKE TV FILMS - Herbert J. Yates, president of Republic Pictures, announced last week that the studio is planning to remodel its facilities preparatory to entering the production of motion pictures for television; the firm also will continue its regular theatrical film production schedule. Republic has allocated $1,000,000 to be used for augmenting studio stage space and to finance the first films to be made for television release. When alterations are completed, the studio's facilities also will be made available on a rental basis to independent television producers.

MONOGRAM FORMS INTERSTATE TELEVISION CORPORATION - Right on the heels of Universal and Republic, Monogram Pictures has announced the formation of Interstate Television Corporation, a firm to be owned outright by Monogram, which will produce films especially for television. According to Steve Broidy, president of Monogram, a gain in earnings was due to revenues derived from showing old Monogram films on TV. G. Ralph Branton, formerly associated with the Tri-State Theaters Corporation, will be president of Interstate; he is also a member of Monogram's board of directors. Starring George Brent, Interstate's first series will be based on the "Raffles" character. The first in a series of 13 half-hour films starts production November 26.

ODYSSEY PICTURES(LA) - The new Sol Lesser-Douglas Fairbanks, Jr. television film production firm has signed Norman S. Hall to write the first series of 13 half-hour films for TV based on the Terry and the Pirates comic strip. Shooting is scheduled to start on December 3. Barney Saracky will be in charge of production on the series.

PEERLESS TELEVISION TO FILM "OUR TOWN" AS SERIES(LA) - Sol Lesser, who with Edward Small recently formed Peerless Television(no connection with Lesser's other TV film company, Odyssey), will produce a serial based on the characters in Thornton Wilder's "Our Town". Wilder will supervise the story which Norman Hall will write. Julian Lesser, son of Sol, joins Peerless as producer for this series. Peerless has also purchased 40 stories by Ken Krippene dealing with buried treasure throughout the world.

SMF PRODUCTIONS FORMED IN HOLLYWOOD - Robert Stillman, Seton I. Miller & George Frank have formed a new television production company with Stillman listed as president. Stillman provided most of the financing and was associated with Stanley Kramer on "Champion" and "Home of the Brave. He made two independent films for theatrical release, "Sound of Fury" and "Queen for a Day". The new firm will make a series of half-hour musical films, Pan American Showtime as its initial effort. The trio will be associated with Matty Kemp and Bill Brighton in this first series. The Pan American films are budgeted at approximately $20,000 each; Gale Robbins and Robert Savage will star.

COMMODORE PRODUCTIONS(LA) - Walter White, president of Commodore Productions, announced that the Clyde Beatty series will be filmed entirely in color. The 26 half-hour films will begin shooting in December, and should be completed by March'5

CAMELS DISCONTINUES FEATURE FILMS - As of Nov 23, R.J. Reynolds through Wm Esty Advtg will discontinue its late film series in NY,Chi,Phila,Balt,Wash,Nori

REPUBLIC TO MAKE TV FILMS - Herbert J. Yates, president of Republic Pictures, announced last week that the studio is planning to expand its facilities preparatory to entering the production of television pictures for television. The film also will continue its regular production schedule. Republic has allocated $[illegible] to be used for expansion of its radio stage space and to finance the first films to be made for television. These alterations are completed, the studio's facilities will be made available on a rental basis to independent television producers.

[illegible] FROM INTERNATIONAL TELEVISION CORPORATION - Light on the heels of [illegible] and Republic, Hollywood television has announced the formation of International Television Corporation, a firm to be wired outright by Monogram, which will produce films especially for television. According to [illegible] president of Monogram, a gain in earnings was due to revenue derived from the television [illegible] films on TV. C. Ralph Bentzen, formerly associated with the Ziv-Cross Television [illegible], will be president of International; he is also a member of Monogram's board of directors. Director George Blair, International's first series will be made on the "Fairlane" [illegible]. The first in a series of 13 half-hour films [illegible] Monogram [illegible].

[illegible] - The new Del Lesser-Jerry Fairbanks Television Film [illegible] production has signed Donna [illegible] to write the first [illegible] series of 13 half-hour films for [illegible] the Phenix [illegible] studio. Bloomingdale's [illegible] will be in charge of production on the series.

[illegible] TO RUN "OUR TOWN" AS SERIAL(TV) - Del Lesser, who with Lesser's other TV film company, Ziv-Lesser, will produce a serial based on the [illegible] in Thornton Wilder's "Our Town". Wilder will supervise the serial [illegible] with Ziv-Lesser, which [illegible] will be [illegible] series. Theatres has also purchased [illegible] by the Metropole dealing with [illegible] throughout the world.

[illegible] PRODUCTIONS FORMED IN HOLLYWOOD - Robert Williams, Peter L. Miller & [illegible] have formed a new television production [illegible] with Williams listed as president. [illegible] provider [illegible] of the financing and was associated with [illegible] on "Gangbusters" and "Home of the Brave". He made two independent films [illegible] of Mary" and "Never too a Lady". The new film will mark a return [illegible] Williams, [illegible] in the initial effort. The [illegible] will be [illegible] with [illegible] and [illegible] in this first series. Jack Fan [illegible] budgeted at [illegible] Hollywood and [illegible].

COMMODORE PRODUCTIONS(TV) - Walter Tuttle, president of Commodore Productions, announced that the Pinto Pretty series will be filmed exclusively in color. The 26 half-hour films will begin shooting in December, and should be completed by March.

CAMEIS DISCONTINUES FEATURE FILMS - Mo of Nov 25, R.G. Cameis through [illegible] will discontinue its face film series in [illegible].

MOTION PICTURES FOR TELEVISION IN BIG DEAL WITH WNBT(NY) - NBC's New York station, WNBT, made one of the largest H'wood feature film buys on record last week with its purchase of 624 hours of film at an undisclosed price. MPD distributors will provide the station with 12 feature films a week of various qualities, with a Sunday night schedule of first-run television pictures, and "A" re-runs on Saturdays. Other films will be used in across-the-board programming schedules. Among the films to be shown Sunday nights are "G. I. Joe", Joan Crawford in "Rain", Sylvia Sidney in "Street Scene", "Dragnet", "Drums" and "Elephant Boy".

BROCCOLI & ALLEN TO PRODUCE FOR TV(LA) - Cubby Broccoli, former actors agent of the Famous Artists office, and director Irving Allen, have taken offices at the Motion Picture Center following formation of a new production company, Warwick Film Productions, Inc. On a recent trip to England, Allen purchased the rights for two series, filming to start before the end of the year.

WESTMINSTER PRODUCTIONS(LA) - Production on a religious film, "And Now Tomorrow" started November 8 at KTTV. Oren W. Evans is listed as production coordinator. William Watson directs.

BALTIMORE USING GREAT QUANTITY OF FILM - Baltimore stations report much film usage - with stations paying a top price of $200 for better grade features, $75-80 for lesser features, and about $45-50 per title for Westerns.

COMMERCIALS PRODUCTION

ARCHER PRODS(NY) - 2 (60") & 5 (20") completed for NY Chevrolet Dealers thru Campbell-Ewald for Local Spot; LA & SA with DR, VO & M.

5 (60") & 5 (40") completed for Kaiser-Frazer thru Weintraub for Nat'l Spot; LA with VO.

1 (20") completed for Tritzels thru J. Cunningham, Cox(Phila) for Local Spot; SA with M.

JAM HANDY(NY) - 13 (90") completed for Life Magazine thru Young & Rubicam for Net Prog; SM & LA with VO; opening & closing for Kukla,Fran&Ollie.

5 (60") completed for General Electric thru Young & Rubicam for Local Spot; SA & LA with DR, VO & M.

6 (60") completed for General Electric Appliances thru Young & Rubicam for Local Spots; SA & LA with VO.

REGENCY PRODS(NY)- 3 (20") completed for Home Fire Prevention Week thru Erwin, Wasey for Nat'l Spot; LA with LS & VO.

VALLEE VIDEO(LA) - 5 (60") completed for Superior Macaroni thru Yamber-Procknow-McHugh & Macaulay for Local Spot; LA with DR, LS, VO & M.

20 (60") completed for Western Federal Loan thru Elwood Robinson for Local Spot; LA with LS & VO.

NATION PICTURES FOR DISTRIBUTION IN NYC DEAL WITH WCBS(NY) - MGM's New York station, WNEW, made one of the largest film buys on record last week with its purchase of 624 hours of film at an undisclosed price. MGM distributors will provide the station with 12 feature films a week of various qualities, with a Sunday night schedule of first-run television features, and "A" re-runs on Saturdays. Other films will be used in across-the-board programming schedules. Among the films to be shown during daytime are "A. I. Joe", Joan Crawford in "Rain", Vivian Oldner in "Street Scene", "Dressed", "Dream" and "Elephant Boy".

BROCCOLI & ALLEN TO PRODUCE FOR TV(LA) - Cubby Broccoli, former motion picture czar of the Bronze Auxiliary office, and director-writer Irving Allen, have taken offices at the Motion Picture Center studios for formation of a new production company, Broccoli-Allen Productions, Inc. - the second trip to Hollywood in 2 years for the duo who, filming to start before the end of the year.

TELEVISION PRODUCTIONS(LA) - Production on a television film, "Mad Men Dancing" started December 3 at KTLA. John H. Wayne is listed as production coordinator, William Watson director.

BALTIMORE USING NEWS STAFF TO FILM ON FILM - Baltimore stations report using film usage - WJZ station using film a few weeks ago for network crime features, $30-50 for lab-ser features, and about $20-30 for film use reports.

COMMERCIAL PRODUCTION

ARTHUR FROSH(NY) - 2 (30") & 2 (60") completed for Greenfield Savings Bank Co-operative Savings Bank for Local Spot; Im & Co with JM, VO & M.

2 (30") & 1 (45") completed for Dairymen's Milk Cooperative for Nat'l Spot; Im with VO.

1 (20") completed for Brizola Shoe Co. Cunningham, Walsh & Gardner for Local Spot; SA with M.

JAM FAMOUS(NY) - 12 (30") completed for Life Insurance Co. Young & Rubicam for Nat'l Spot; SM & IA with VO; Creating & Casting for Kelly, Nason & Killeen.

2 (60") completed for General Electric Lamp Group & Rubicam for Local Spot; SM & IA with JM, VO & M.

6 (60") completed for General Electric Appliance Group Young & Rubicam for Local Spot; SM & IA with VO.

FRANCOIS TRUFFA(NY) - 2 (30") completed for Boys Life Preservation Week thru Ketch, Wesley for Nat'l Spot; IA with JD & VO.

VALLEY VIDEO(LA) - 2 (30") completed for Superior Mercury thru Yonker-Brookner-Morgan & Associates for Local Spot; Im with JM, IA, VO & M.

20 (60") completed for Western Federal Savings thru Almond Advertising for Local Spot; Im with IA & VO.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY NOVEMBER 9
Mel Torme	CBS 3:30	Harold Lang & Helen Gallagher
We, The People	NBC 8:30	George McManus, newsreels on President McKinley & Queen Victoria

****Other shows on this date were listed in last week's issue.

		SATURDAY NOVEMBER 10
Betty Crocker	ABC 12N	June Lockhart, Albert Dekker in scene from For Love Or Money; Perc Westmore
Big Top	CBS 12N	Loof Rios(high wire), Tien Tsi Lieu(acro), The Two Paiges(unicyclists)
Ken Murray	CBS 8pm	Jeannette MacDonald, Gene Raymond, Ann Sothern, Robert Cummings, Robert Maxwell(harpist), Robert Rudie(violinist-comic), Raphael Mendez(trumpeter), Beatrize Bregman(5-yr-old pianist)
ALL STAR REVUE (Ed Wynn)	NBC 8pm	Bob Hope, Dorothy Lamour, Buster Keaton, Nicholas Brothers, The De Mattiazzes(FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Salute To Tombstone, Arizona - with Betty & Jane Kean, The Honeydreamers
Your Show Of Shows (Sid Caesar)	NBC 9pm	Marguerite Piazza returns
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Wanda & Howard Bell(acro), Don Liberto(D-S), Rita Constance(S); Robert's Cue: Davis Cunningham (baritone); Buyers: Sam Levy(outdoor shows), Marvin Levine(Lido-Baltimore, Sarasota Fla), Herman Sieferth(Celebrity Club, Phila)
Songs For Sale	CBS 10pm	Guest singers: Frank Parker, Marion Marlowe; Judges: Joan Whitney, Johnny Mercer, Don Otis
		SUNDAY NOVEMBER 11
Author Meets Critics	NBC 12N	Pay-Off, The Inside Story Of Big City Corruption - by Walter Arm; Julius Helfand(for), James D. C. Murray(against)
The Big Question	CBS 2:30	Stuart Symington
Meet The Press	NBC 4pm	John B. Dunlap(Comm of Internal Revenue)
Gabby Hayes	NBC 5pm	The Lost Battalion - with Biff McGuire, Mike Kellin, Ernest Borgnine, Cliff Carpenter, Peter Frye, Jerry Crews, Leon Askin
Sarah Churchill	CBS 5:45	Norman Rockwell

PROGRAM	DAY TIME	PLAYERS (D - Singer; S - Lawyer; C - Comic; M - Musician)
VARIOUS CONTENDERS		
Pal Joey	TUE 10:30	Harold Lang & Helen Gallagher
It's The People	THU 8:30	George Gershwin, narrated by President McKinley & Queen Victoria

***Other shows on this date were listed in last week's issue.

SECTION NOVEMBER 16

Kelly Tracker	ABC 12M	Jane Lawhorn, Albert Dekker in scene from For Love Or Money, Perc Bentley
Big Top	CBS 12M	Lucy Ricardi(lit wire), Tom Tai Lin(acro), The Ax Sisters(juggler-flute)
Sun Hunter	CBS 8pm	Jeannette McDonald, Jane Darwell, Ann Sothern, Robert Cummings, Robert Morsell(lawyer), Robert Vitale(violinist-comic), Manuel Mendez(trumpet), Beatrice Kay(Spanish piano)
ALL STAR SHOW (Ed Sullivan)	THU 8pm	Joe Frisco, Dorothy Lamour, Hester Keeler, Nicholas Brothers, The Le Roy Sisters(FROM HOLLYWOOD)
Love American	CBS 9pm	Salute To Pittsburgh, Arizona - with Marty & Jane Kern, The Lotz/Brothers
Your Show Of Shows (Sid Caesar)	THU 9pm	Imogene's Place returns
Show Boat Co (Robert E. Lewis)	CBS 9:30	Talent: Wanda & Frank Bell(song), Don Liberto(D-S), Rita Jonathan(D), Robert Lee (with Quantanas (instrumental): Jungle: Sam Lee (outdoor sports), Marvin Leslie(Lilliputian, Elizabeth Ila), Sammy Stevens(Celebrity Club, Phila)
Space For Sale	CBS 10pm	Guest Director: Frank Fisher, Harlan Wagner; Judges: Alan Gibson, Jerry Hanner, Don Gile

SECTION NOVEMBER 11

Author Meets Critics	ABC 12M	Pro-Con: The Inside Story of City Corruption - by Walter Ahrens; Julius Lichtenstein, James D. C. Murray(panelists)
The Big Question	CBS 2:30	Square Dancing
Meet The Press	NBC 4pm	John B. Lustig(Dem of Internal Revenue)
Gabby Hayes	NBC 5pm	Fun Time Station - with Milt Dorsey, Mike Kelly, Frank Morrison, Gilles Cooperman, Peter Tyle, Jerry Drake, Jean Austin
Meet Charmbelli	CBS 6pm	Jerry Lewis

SUNDAY NOVEMBER 11(Cont'd)

Out There	CBS 6pm	The Sense Of Wonder - with Paul Anderson, Nancy Franklin, Wright King, Joseph Sweeney, Russell Collins, Noel Leslie, Casey Allen
Star Of The Family	CBS 6:30	June Hutton, Louis Prima, Meribeth Old(acro)
Paul Whiteman	ABC 7pm	Mimi Benzell
Chesterfield Time (Fred Allen)	NBC 7pm	Ben Blue, Kitty Mattern, Martin & Arthur Havil, LaRey Peters, Sara Seegar, Phil Coolidge, Alvin Sullum
This Is Show Bus.	CBS 7:30	Joe Laurie Jr., Abel Green, John Raitt, Kathryn Lee; Jack Benny, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	Harold Lang & Helen Gallagher, Peter Lind Hayes, Mary Healy, Norman Wisdom(C), Renee Strange(puppets), Billy Daniels, Dane Clark, Martha Scott
Colgate Comedy Hour (Donald O'Connor)	NBC 8pm	Harpo Marx, Yvonne De Carlo, Roger Price(FROM HWOOD)
Rocky King (Roscoe Karns)	DuM 9pm	Probably Booked - by Lawrence Lariar; with Joyce Linden, Gerald Savory, Jack Ruth, William Coburn
Television Playhouse	NBC 9pm	Flight To Freedom - by Geoffrey Kean, adapt by Stephen de Baun; with Bramwell Fletcher, Larry Hugo, Robert H. Harris, Barbara Ames, Theo Goetz, Rita Lynn, Peter Von Zerneck, Martin Brandt, Lottie Stavisky, Dehl Berti, Ann Francine, Lilia Scala, Herbert Ratner, Stephen Gierasch, Tom Tryon, Marvin Dorkin, Frank Sutton, Ellie Sonneman, Werner Klemperer, Virgil Cook, Robert Gari, Michael Gorin, Rudolph White
Plainclothesman (Ken Lynch)	DuM 9:30	Homicide In The Heir - with Douglas Chandler, John Sermour, James Bender, Helene Reynolds, Somer Alberg, Bram Nossen
Celebrity Time	CBS 10pm	Kay Francis, Red Smith
Leave It...Girls	NBC 10:30	Red Evans, Florence Pritchett, Robin Chandler, Martha Stewart, Binnie Barnes

MONDAY NOVEMBER 12

Langford-Ameche	ABC 12N	James Dunn, Peter & Pan(D), Fred Feldkamp(writer)
Steve Allen	CBS 12:45	Peggy King(S), Martin Brothers(puppets)
Garry Moore	CBS 1:30	Louis Feder(wig-maker)
Mel Torme	CBS 3:30	Fran Warren
Kate Smith	NBC 4pm	Richard Dyer-Bennett, Will Mahoney
Magic Cottage (Pat Meikle)	DuM 6pm	Oswald Glum, Clown Trier - with James Chapin, Rod Colbin

SATURDAY AFTERNOON II (cont'd)

[illegible] Times	CBS 6pm	The Young Dr Malone - with Paul Anderson, Nancy Franklin, Arthur King, Joseph Anthony, Russell Gillin, Noel Leslie, Grace Allen
Star Of The Family	CBS 6:30	June Dayton, Louis Polan, Meredith Ia(acro)
[illegible]	ABC 7pm	Mike Bennett
[illegible] Time (Paul Allen)	CBS 7pm	Tom Blue, Kitty Matthews, Martin Arthur Hevil, Lacy Poston, Sue Sneyer, Phil Crosland, Alvin Sullum
This Is Show Bus.	CBS 7:30	Joe Laurie Jr., Abel Green, John Smith, Matthew Lee, Jack Barry, Joel Murdock
Tower Of The Town (Jim Sullivan)	CBS 8pm	Harold Lang, Betty Garrett, Jean Hugo Hayes, Frank Fouts, Joseph Vitale(c), Jane Stanger(pupets), Billy Mathews, Jane Clark, Martin Spanell
Celebrity Comedy Hour (Harold O'Connor)	NBC 8pm	Harry Ivers, Thomas le Duc, Roger Price(FROM HOOD)
Lucky Alma (Jacque Lanza)	ABC 8pm	Franklin Pangborn - or Lawrence Lawler; with Joyce Bulifant, Donald Murphy, Jack Cole, William Osborn
Television Playhouse	NBC 9pm	Flight To Freedom - by Beverly Kane, adapt by [illegible] Robert H. Hertig, Jerome Cowan, Vera Ellen, Rita Lynn, Peter Von Zerneck, Martin Brooks, Martin Stevelly, Paul Ford, Ann Francine, Lillie Darie, Gordon Jenkins, Stephen Chanson, Tom Tryon, Marvin Lerkin, Fred Hilton, Billie Simpson, Jerry Lawrence, Frank Cook, Robert Cox, Alfred Corwin, Phillip White
Ed Sullivan Show (Ed Sullivan)	CBS 9:30	Rosalind Russell, Jack Carter, Jerry Lewis, Dorothy Dandridge, Jerome Hines, Eileen Barton, Nina Foch
Celebrity Time	ABC 10pm	Ray Milland, Jack Benny
Leave It To Girls	CBS 10:30	Red Foxx, Florence Petkopet, Sandy Chandler, Martha Hawkins, Charlie Farrow

MONDAY AFTERNOON

Lunchtime Melodies	ABC 12pm	James Dunn, Lester & Pat(C), Fred Fellsamp(writer)
Steve Allen	CBS 12:45	Jerry Blunk(S), Meredith Brethlow(puppets)
Garry Moore	CBS 1:30	Louis Nelson(vio-maker)
Mel Torme	CBS 2:30	Irene Vernon
Jane Smith	ABC 3pm	Hilmore Jones-Pianist, Will Mahoney
Magic Cottage (Pat Meikle)	NBC 3pm	Gerald Price, Jerry Tyler - with James Chapin, Red Dolbin

MONDAY NOVEMBER 12(Cont'd)

Mr & Mrs Mystery (John & Barbara Gay)	WOR	The Case Of The Adopted Apprentice - with Bobker Van Ali, Sandy Kenyon
H'wood Screen Test	ABC 7:30	Lon Chaney Jr., guest, with Treva Frazee in First Down, Goal To Go, and with Carl Betz in Bed Of Rose
Date On Broadway (Bob Haymes)	DuM 7:30	Tony Lavelli
Press Conference	WOR 7:30	John Gutman(Metropolitan Opera Assoc)
Mr District Attorney (Jay Jostyn)	ABC 8pm	The Case Of The Bird-Brain - with Ethel Owen, Court Benson, Ross Martin
Lux Theater	CBS 8pm	No Will Of His Own - by John W. Campbell; with Gene Lockhart, Binnie Barnes, Halliwell Hobbes, Rosalind Ivan, John Stephen, Melville Cooper, Ian Martin, Guy Spaull, Anthony Kemble-Cooper, Jim Davidson, Gwilym Williams, Dick Berkley, Maxine Stewart
Voice Of Firestone	NBC 8:30	Gladys Swarthout
Lights Out	NBC 9pm	The Beast In The Garden - by Vincent McConnor; with Margaret Phillips, Jack Merivale, J.W. Austin, Betty Sinclair, Harry Hugenot
Somerset Maugham	NBC 9:30	Before The Party - adapt by Kenneth White; with Geraldine Fitzgerald, Isobel Elsom, Nicholas Joy, Howard Weirum, Audra Lindley, Oliver Cliff, Josephine Victor, Ruth Attaway, John Marriott, Sandra Ann Wigginton, James Van Dyk, Adelaide Bean, Anita Bolster, Margaret Hill, Bruce Halsey
Studio One	CBS 10pm	A Bolt Of Lightning - by Irve Tunick; with Charlton Heston, Rita Vale, Elizabeth Johnson, Harry Townes, Romney Brent, Lloyd Bochner, Shirley Ballard, Ann Seymour, Robert Baines, Frank Overton, Rita Morley, Harry Cook, Marvin Dorkin, Mary Cooper, Rudulph Watson, Jon Lormer, George Ives, Roy Johnson, Stewart Germaine, Woodrow Parfrey
Who Said That? (Net except WNBT)	NBC 10:30	H.V. Kaltenborn, Joan Alexander, Hal Boyle

TUESDAY NOVEMBER 13

Langford-Ameche	ABC 12N	Tony Bavaar(S), Barbara Downie(D)
Steve Allen	CBS 12:45	Doodles Weaver, Joy Conley(S), Shanghai Twins(acro)
Garry Moore	CBS 1:30	Billy Gilbert
Mel Torme	CBS 3:30	Johnny Johnston
Kate Smith	NBC 4pm	Anthony, Allyn & Hodges(D), Evalyn Tyner
Trapped	WOR 7:30	The Trunk In Jody's Attic - with Ted Marcuse, Lloyd Bochner, Claire Olita Crawford, Andrea Blayne

TUESDAY NOVEMBER 13(Cont'd)

Stork Club	CBS 7:45	Admiral Richard Byrd
Frank Sinatra	CBS 8pm	Jack Benny, June Hutton, Charles Castleman(10-yr-old violinist)
Texaco Star Theater (Milton Berle)	NBC 8pm	Dick Haymes, Connie Haines, Akim Tamiroff
Cosmopolitan Theater	DuM 9pm	I'll Be Right Home, Ma - by Henry Denker, adapt by Leon Stein; with Charles Nolte, Herbert Rudley, Katherine Anderson, Lenka Petersen, Russell Collins, Walter Burke, Jack Klugman, Douglas MacLean, Cliff Donpel, William Sharon, John Brientenbrok, Will Lee, Allan Tower
Fireside Thtr(film)	NBC 9pm	The Seven Graces - by Brenda Weisberg, from story by H.C. Brunner; with Jim Davis, Jessie Cavitt, Noel Neil, Aline Towne, Kathy Mason, Dani Sue Nolan, Vera Miles, Peggy McIntire, Virginia Farmer, Nolan Leary, Loan Soule, Riley Hill, Alec Sharp, Steven Clark, Tim Graham, Maynard Holmes, Wayne Tredway, Grey Stafford
Armstrong Theater	NBC 9:30	Day Dreams - by Michelle Cousin; with Beatrice Pearson, Herbert Evers, Dorothy Sands, Marlo Dwyer, Nell Wells, Bob Burland
Suspense	CBS 9:30	Moonfleet - Part 2 of a 2-episode story - by Halsted Wells, from the novel by S.M. Falkner; with Jack Dimon, Edgar Stehli, John Baragrey, Robert Middleton, Marlene Cameron, Kurt Katch, Ralph Sumpter
Hands Of Destiny	DuM 10pm	No Strings For Vengeance - by Mel London; with Tony Rivers, Joy Geffen, Henry Sharpe, Charles Bang, Peter Xantho, The Kunz Puppets

WEDNESDAY NOVEMBER 14

Steve Allen	CBS 12:45	Richard Kiley(actor), Helen Forrest(S)
Mel Torme	CBS 3:30	Walter Slezak, Mary Sinclair
Kate Smith	NBC 4pm	Asst Secty of State Edward W. Barrett, Bonnie Baker, Hocter & Byrd(C)
Kate Smith(eve)	NBC 8pm	Victor Borge, Joe Howard, Ethel & Albert; Trio By Lamplight - by Paul Tripp, with Dolores Del Rio, John O'Hare, Margaret Hayes
Gallery...Liu-Tsong (Anna May Wong)	DuM 9pm	Boomerang - with Ralph Selden, Jay Barney, Milt Williams, Midge Ware, Ramsay Williams
Kraft Theater	NBC 9pm	Never Be The Same - by Peter Martin; with Howard Freeman, Dan Morgan, Jean Adair, Christine White, Nydia Westman, Richard Jason, Orson Bean, Michael Mann, Joey Walsh, Robin Morgan, Bram Nossen, Edith King, Reginald Mason
The Clock	ABC 9:30	Death Trap - by George Wolf; with Harry Landers, Jack Arthur, Leon Askin, Fred Sadoff, Cameron Prud'homme, Phil Carter

TUESDAY NOVEMBER 13(cont'd)

Gay-Nick Club	CBS 7:45	Admiral Richard Byrd
Frank Sinatra	CBS 8pm	Jack Benny, Dave Burton, Charles Cantleman(10-year-old violinist)
Jack - Kay Theater (Jackson Heights)	NBC 8pm	Dick Haymes, Connie Haines, Alvin Tamquist
Cosmopolitan Theater	NBC 9pm	I'll Be Right Home, Ma - by Henry Denker, adapt by Leon Stein; with Charles Holte, Herbert Rudley, Katherine Anderson, Denis Tatavem, Russell Collins, Walter Burdick Klugman, Douglas McClean, Lily Dingwal, William Shannon, John Scientenbrok, Will Lee, Allen Tower
Diversity Tate(Film)	NBC 9pm	The Seven Crusaes - by Brenda Weisberg, from story by M.E. Kerr; with Jim Davis, Joseph Cotten, Noel Neill, Alice Towne, Kathy Ahern, Lori Ann Nelson, Vera Miles, Rudy McIntire, Virginia Farmer, Miles Lesey, Leon Scale, Riley Hill, Alec Clarp, Steven Ahern, Kim Graham, Maynard Holmes, Donna Trelawy, Cyril Stafford
Lawrence Welk	NBC 9:30	Lum Dunna - by Michelle Dunn; with Bernice Parker, Herbert Rivera, Lucrecia Zanie, Merle Dwyer, Bell White, Bob Burford
Suspense	CBS 9:30	Accomplice - Part 2 of a 3-episode story - by Eunice Cobb, from the novel by D.M. Talbot; with Jack Dixon, Elmer Stevell, John Brown, Robert Middleton, Marjorie Gaughan, Ruth Kelly, Ralph Sumpter
Hands Of Destiny	NBC 10pm	To Return For Tomorrow - by Mel London; with Tony Rivers, Guy Gordon, Terry Sharpe, Charlie Young, Peter Martin, The Four Fugues

WEDNESDAY NOVEMBER 14

Dave Allen	CBS 7:45	Richard Riley(actor), Helen Torrent(C)
Mel Torme	CBS 8:30	Alice Blanch, Mary Sinclair
Ben Smith	NBC 8pm	Last Night of Steve Edward W. Morrett, Pamela Baker, Arthur H Lyre(C)
Love Smith(sre)	NBC 8pm	Victor Borge, Joe Howard, Ethel & Albert: Trio Mr Laughlin - by Earl Tribp, with Dolores Del Rio, Jean Clare, Lawrence Lynne
Gallery...Lily-Tropic (Jane Lay Kong)	NBC 9pm	Encounters - with Ralph Salem, Jay Barney, Milt Williams, Hodge Kare, Jamary Williams
Jack's Theater	NBC 9pm	Prince Re The Lane - by Peter Martin; with Howard Freeman, Ben Brown, Jean Alain, Christine White, Marie Lenman, Edward Jason, Byron Paul, Michael Lerm, Guy Wallb, Robin Lorren, Bruno Kowan, Milth King, Reginald Mason
The Lily	ABC 9:30	Jack Tree - by Harry Lily; with Harry Lenhere, Jac Arthur, Lorne Lakin, Fred Sulcer, Cameron Prud'homme, Joel Carter

WEDNESDAY NOVEMBER 14(Cont'd)

The Web	CBS 9:30	Golden Secret - by Franklin Heller, adapt by Hugh Pentecost; with Tamara Geva, John Carradine, Brandon Peters, Donald Matthews, Virginia Lowe
Shadow Of A Cloak	DuM 9:30	Plan For Plague - by George Bellak; with Robert Keith Jr., Marian Walters, Joan Stanley, Hal Riddle, Casey Walters
Celanese Theater	ABC 10pm	Old Acquaintance - by John Van Druten; with Ruth Chatterton, Edna Best, Scott McKay, Pat Breslin, Robert Walston

THURSDAY NOVEMBER 15

Langford-Ameche	ABC 12N	Gene Austin, Mara Kim(D), Ed Sovola(writer)
Steve Allen	CBS 12:45	Connie Haines, Rhythm Red(D)
T-Men In Action	NBC 8:30	The Curious Convict - by Max Ehrlich; with Peggy Allenby, Herbert Nelson, Robert Emhardt, Will Lee, Herbert Armstrong, Edward Packer, Fredric Martin
Ellery Queen (Lee Bowman)	DuM 9pm	The Inside Man - by Irving Pincus & Eugene Burr, adapt by Henry Misrock; with Valerie Bettis, Rex O'Malley, John Shelley, James Bender
Ford Festival (James Melton)	NBC 9pm	Milton Berle, Wally Brown, The Ivanovs
Big Town (Pat McVey)	CBS 9:30	Night Trip - by Alvin Boretz; with Harry Worth, Charles Jordan, Charles Mendick, Paton Price, Bert Thorne
Public Prosecutor (Warren Hull)	WABD 9:30	The Shattered Mirror - FILM - with Minerva Urecal, Tony Caruso, Eve McVeagh, Carmelle Bergstrom, Ben Morgan; Panel: William Shirer, Claudia Pinza
Racket Squad(film) (Reed Hadley)	CBS 10pm	The Salted Mine - with Percy Helton, Richard Travis, Bob Bray, Bill Kennedy
Bigelow Thtr(film)	DuM 10pm	A Woman's Privilege - by Marri Jane & Joseph Hayes; with Don Defore, Ruth Warrick, John Howard, Greta Granstedt
Crime Photographer (Darin McGavin)	CBS 10:30	Unlucky Number - by Ben Radin; with David Clark, Eleanore Wilson, Michael Demarais, Bernard Grant, Louis Charles

FRIDAY NOVEMBER 16

Steve Allen	CBS 12:45	Connie Haines, Gonzales Sisters(dog-acro act)
Man Against Crime (Ralph Bellamy)	CBS 8:30	Leonardo Cimino, Robert H. Harris, Jean Sheppard, Nancy R. Pollock, Lee Papell
Crime With Father (Rusty Lane)	ABC 9pm	Frank Butler, Joy Geffen, Joe Julian, Jack Carron

WEDNESDAY NOVEMBER 11

The Web	CBS 9:30	Golden Secret - by Frederick Faust, adapt. by Guy Fontaine; with Jeanne Dow, John Derringine, Gordon Peters, Donald Buchanan, Virginia Lowe
Shadow Of A Cloak	DuM 9:30	Plan for Murder - by George Bellas; with Tyler Kelsh Jr., Marian Walters, Jean Gillespie, Earl Hollis, Casey Walters
Fireside Theater	ABC 10pm	Old Acquaintance - by Lucen Van Duesen; with Jean Shatterson, Jean Bell, Scott Kelly, Pat Breslin, Robert Weldon

THURSDAY NOVEMBER 12

Lanford-Amche	ABC 12M	Cano Austin, Mary Kimball, Jim Sorelle (Pilot)
Steve Allen	CBS 12:45	Dennis Haines, Peggy Ann Garner
T-Men In Action	MBC 8:30	The Counterfeit Mystery - by Jack Sheldon; with Tommy Allenby, Robert Haines, Robert Bennett, Hal Lane, Gerard Armstrong, Howard Culver, Harlowe Walker
Pillsbury Theater (Leo Lozman)	DuM 9pm	The Inside Man - by Irvin Pan; with Eugene Smith, Mary Shaw, Hiscock; with Valerie Bartel, Ann O'Malley, John Shelley, Jackie Bendix
World Tomorrow (James Melton)	NBC 9pm	William Berle, Wally Brown, Ted Ivanova
The Tower (Art McCoy)	CBS 9:30	Night Train - by [illegible]; with Barry Sullivan, Gracelen Jordan, Charles Mendick, Anton Fritze, Jack Thorne
Public Prosecutor (Warren Hull)	WABC 9:30	The Shattered Mirror - by [illegible]; with [illegible], Morgan; Panel: William Bakter, [illegible]
Stage Door (Film) (Sam Hadley)	CBS 10pm	The Glittered Image - with Perry Ellison, Richard Trevin, Bob Perry, Bill Kennedy
Blackout Theater (Film)	DuM 10pm	A Murder's Prelude - by Mortal Dunn & Gordon Hayes; with Don Dolores, Ruth Warrick, John Dexter, Edith Greenstadt
Crime Photographer (Darin Malevin)	CBS 10:30	Midnight Murder - by Ben Kalin; with Richard Gaines, Eleanor Nilson, Michael Dimitri, Richard Crane, Louis Charles

FRIDAY NOVEMBER 13

Steve Allen	CBS 12:45	Dennis Haines, Gerardine Steele (Pilot)
Man Against Crime (Ralph Bellamy)	CBS 8:30	Lorraine Clarke, Barry K. Morris, Jack Sheppard, Nancy R. Pollock, Lee Terrell
Crime With Father (Rusty Lane)	ABC 9pm	Frank Butler, Joy Geller, Joe Julian, Jack Carson

Schlitz Playhouse	CBS 9pm	The Memoirs Of Aimee Durant - by Thomas W. Phipps; with Diana Lynn, Margaret Wycherly, Richard Kiley, Graham Velsey, Richard Shankland, Alexander Campbell, Henry Beckman, Shannon Dean, Iggy Wolfington
Big Story	NBC 9pm	William A. White, Pittsburgh Press - adapt by Ernest Kinoy; with Edmon Ryan, Sid Raymond, Jack Carron, Helen Ray, Marc Cramer, Jeanne Temple, Michael Howard, Michael Lewin, Bill Griffiths, Gorday Clifton, Billy Green
Front Page Det(film) (Edmund Lowe)	DuM 9:30	Twice Dead - with Anne O'Neal, Jonathan Hale, Dick Curtis, George Pembroke, Hallene Hill, Harry Hayden, Chalres Wagenheim, Stanley Farrar, James Bush
Cavalcade Of Stars	DuM 10pm	Jackie Gleason, MC; Igor Gorin, Carmen Cavallero

****Add to program listings, Tuesday November 13: Danger CBS 10pm ---- Death Beat - by Elliot West; with Virginia Gilmore, Raymond Bramley, Bruce Gordon, Henry Barnard, Porter Van Zandt, Ralph Stantley, Dehl Berti, Somer Alberg

TALENT LOCATOR SERVICE November 11, 1951

IN NEW YORK

JOE ALLEN JR. avail TV - AGT: Marjorie Morrow CH 4-0644

MISCHA AUER - AGT: Nat Debin, Lew & Leslie Grade JU 6-4190

MIMI BENZELL - PRESS(records): Buddy Basch MU 7-8351

LILLIAN BRONSON - AGT: Marjorie Morrow

LAURENCE CREGAR Abbey player avail TV - AGT: Marjorie Morrow

FINLAY CURRIE British film actor avail TV AGT: Wm Morris JU 6-5100

MAURICE EVANS now in NYC

DICK FORAN - AGT: Joe McGee, Wm Morris

JUDY GARLAND - AGT: Abe Lastfogel, Wm Morris JU 6-5100

REX HARRISON & LILLI PALMER - AGT: Moe Gale PL 7-7100

WANDA HENDRIX from coast Jan 1, avail TV - AGT: Francis Head, Gibbs Agcy PL 7-5959

RONALD HOWARD son of late Leslie Howard avail TV - AGT: John Gibbs

RUTH HUSSEY in NYC thru Dec 1 - AGT: Joe McGee, Wm Morris JU 6-5100

ELSA LANCHESTER avail month of Dec - AGT: John Gibbs PL 7-5959

CHARLES LAUGHTON Mon shows -AGT: Gibbs Agcy

IN NEW YORK(Cont'd)

GENE LOCKHART now in NYC

MACK TRIPLETS now avail TV - AGT: Nat Debin Lew & Leslie Grade JU 6-4190

RAYMOND MASSEY - AGT: John Gibbs PL 7-5959

ALAN NAPIER film actor in NY indefinitely AGT: John Gibbs

PERLITA NEILSON child actress current "Lace On Her Petticoat" - AGT: John Gibbs

ZASU PITTS - AGT: Joe McGee, Wm Morris

ROGER PRICE from coast early Dec, avail TV AGT: Frank Cooper VA 6-5661

ANN SHERIDAN in NYC for TV - AGT: MCA PL 9-7500

AKIM TAMIROFF - AGT: Wm Morris JU 6-5100

JOSEPHINE VICTOR film char. actress avail TV - AGT: Marjorie Morrow CH 4-0644

ROLAND YOUNG avail TV - AGT: Francis Head, Gibbs Agcy PL 7-5959

ROBERT ROUNSEVILLE City Center tenor - PRESS: Isadora Bennett EL 5-4147

RUSS VINCENT baritone avail TV - MGR: Andy Delmar CO 5-7750

DOROTHY WARENSKJOLD - PRESS: Margaret Ettinger MU 8-4842

MARGARET WYCHERLY - AGT: Briscoe &Goldsmith

Hollywood Playhouse	7:30 pm	The Memories Of Albert Dreyfus by Thomas V. Phipps; with Blanche Yurka, Margaret Wycherly, Richard Hilder, Gordon Velsey, Richard Gustafson, Alexander Campbell, Henry Beckman, Eleanor Dean, Lucy Wolfington
Big Story	7:30 pm	William A. White, Pittsburgh Press, judged by Bennett Kinney; with Gordon Ayers, Phil Carmichael, Jack Carson, Helen Foy, Marc Cramer, Jeanne Cagney, Michael Ryan, Michael Lewin, Bill Griffith, Gordon Clifton, Billy Green
Front Page Det(film) (Blame Love)	9:30 pm	Twice Dead - with Anne O'Neal, Alexander Hale, Mack Gordie, George Pedrolie, Hallie Hill, Barry Bryan, Charles Wagenheim, Stanley Harris, Diane Dunn
Invalids Of Stars	10:30 pm	Jackie Gleason, MC; Igor Gorin, Carmen Cavallaro

****Add to program listings, Tuesday, November 10: Hollywood 10:30 pm - Death Song - by Hilliard Ross; with Virginia Gilmore, Richard Bishop, Bruce Cowling, Arthur Franz, Parker Wiley, Ralph Bellamy, Mary Lansing, Robert Albery

TALENT LOCATOR SERVICE November 11, 1951

IN NEW YORK

ROBERT ALLEN JR. avail TV - AGT: Morjorie Morrow 7E 4-0644

TELLY SAVALAS - AGT: Met Dobin; Lew & Leslie Grade JU 6-4120

MEDIA MEDICAL - PGMBS(western): Bradley Fenn MO 7-5341

LILLIAN BRONSON - AGT: Morjorie Morrow

LAFAYETTE GRENDA Abbey player avail TV - AGT: Morjorie Morrow

HILLARY BRETT British film actress avail TV AGT: Wm Morris JU 6-4100

MARION EVANS now in NYC

TOM BOSAK - AGT: Joe Hacker, Wm Morris

TERRY CARLSON - AGT: Abe Lastfogel, Wm Morris JU 6-4120

BEN HARRISON & LILLIE LAMONT - AGT: Moe Hale PL 7-7100

WANDA HUTCHIN from coast Jan 1, avail TV - AGT: Morjorie Read, Gibbs Agcy PL 7-5959

RONALD HOWARD son of late Leslie Howard avail TV - AGT: John Gibbs

RUTH EUSSEY in TVC thru Dec 1 - AGT: Joe McGee, Wm Morris JU 6-4120

LISA LAMONTAGNE avail month of Dec - AGT: John Gibbs PL 7-5959

MORRIS LAUGHTON Mon shows - AGT: Gibbs Agcy

IN NEW YORK(Cont'd)

CHET MARTIN now in LA

MARK DOWLING now avail TV - AGT: Met Dobin; Lew & Leslie Grade JU 6-4120

RAYMOND MARSH - AGT: Tom Gibbs PL 7-5959

ALAN HALLIGAN film actor now in NY indefinitely - AGT: John Gibbs

PAULINE MILLER (wife of actor) current Lee Mayer show - AGT: John Gibbs

JACK LEONE - AGT: Joe McGee, Wm Morris

BARBARA FRITCHIE from coast early Dec, avail TV - AGT: Frank Cooper VA 6-5061

ANN STANLIN in Lyndon TV - AGT: MCA PL 9-7500

ANNE TIMBERLAKE - AGT: Wm Morris JU 6-4100

JOSEPH VITTORIO film comp. actress avail TV - AGT: Morjorie Morrow JU 6-4120

ROLAND YOUNG avail TV - AGT: Wenonia Hood, Gibbs Agcy PL 7-5959

JOSEPH VOLTERRILLI City Center tenor - AGT: Isadore Bennett PL 9-1847

RUTH LUCKEY baritone avail TV - MGR: Andy Palmer CO 5-7170

DOROTHY MARKWELLIE - AGT: Herman Hopper MU 8-1882

MARGARET WYNNTON - AGT: Rebecca Sociedelin